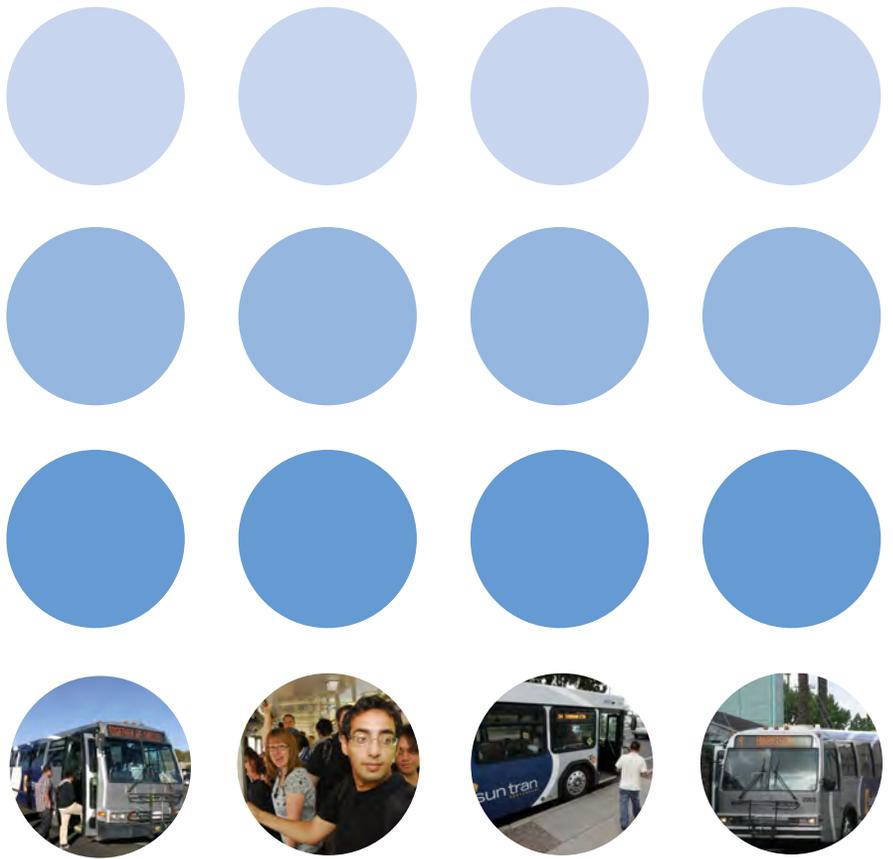


Appendix B

2013 Tucson Onboard Survey Final Report and Appendices



CITY OF TUCSON

2013 TRANSIT SURVEY SERVICES

FINAL REPORT

DECEMBER 2013



Table of Contents

Section 1: Executive Summary..... 01

Section 2: Methodology 07

Section 3: Key Findings..... 15

Appendix A: Sun Tran..... A-1

Appendix B: Sun Tran Express B-1

Appendix C: Downtown Loop C-1

Appendix D: Sun Shuttle..... D-1

Appendix E: Sun Van/Oro Valley Dial-A-Ride E-1

Appendix F: Cat Tran F-1

Appendix G: Origin/Destination Maps..... G-1

Appendix H: Survey Instruments H-1



This Page Intentionally Left Blank.



Section 1

Executive Summary

In 2013, the City of Tucson sought to develop a profile of travel and demographic characteristics of its Sun Tran fixed-route customers as well as patrons of other transit providers in the region. These regional programs include:

- Sun Van (paratransit service within Tucson and several surrounding communities),
- Oro Valley Dial-A-Ride (demand-response service serving the Oro Valley community),
- Sun Shuttle (fixed-route local transit service in communities adjacent to the city of Tucson),
- Sun Express (peak-hour commuter service to and from Tucson and adjacent communities),
- The Downtown Loop (operating within Downtown Tucson), and
- Cat Tran (operated by the University of Arizona for students and others traveling to and within the University of Arizona campus).

In 2004, an on-board survey was conducted on the Sun Tran, Cat Tran, and Tucson Inner City Express Transit (TICET) services. Nearly 5,200 surveys were collected during this study, providing a system-wide confidence level of 95 percent and a 1.4 percent margin of error. This project represents both a follow-up effort for the systems surveyed in 2004 as well as a baseline effort for other regional systems and any services/routes implemented since that time.

As significant demographic and land use changes have occurred in the Tucson area since the 2004 survey, the City of Tucson engaged Moore & Associates to conduct an on-board survey of Sun Tran, Sun Express, Sun Shuttle, Cat Tran, and Downtown Loop services to obtain a statistically valid sample of responses from riders using each service. The City and Sun Tran plan to use the survey data to fulfill several reporting and planning objectives, including:

- Compiling demographic data and other customer information,
- Measuring and determining regional travel patterns to facilitate future service planning and demand forecasting efforts,
- Fulfilling the City of Tucson's federal Title VI reporting requirements to maintain eligibility for federal funding,
- Comparing data to that collected as part of the 2004 survey effort, and



- Gaining a better understanding of users' satisfaction with the current system, as well as what improvements riders most desire.

Survey Development

Prior to development of the survey instruments, our project team requested several data items from the City, including prior onboard survey instruments, a database of current bus stops, and current driver paddles. Given the age of the prior instruments, it was mutually determined to develop new survey forms for this survey effort.

Our project team created individual survey instruments for each service, inclusive of Sun Tran fixed-route, Express, Sun Van/Oro Valley Dial-A-Ride, Cat Tran, Downtown Loop, and Sun Shuttle. Upon approval, each survey was translated into Spanish. A review of 2010 Census and American Community Survey data did not identify any additional languages significant enough to warrant a translated instrument.

For two of the surveys – Sun Tran and Sun Tran Express – we developed three versions of the survey. Each version varied the order of response options for multiple-choice questions to reduce the potential for response bias. All survey questionnaires were printed on 100-pound stock to eliminate the need for clipboards. All survey instruments were printed double-sided, with English on one side and Spanish on the other.

We utilized a stratified random-sampling methodology to provide data that accurately represents all rider types on all fixed-route services for which the City requested surveying. Formal sampling targets were calculated for each route and service using actual average daily ridership data provided by the City. Formal sampling targets were not established for Sun Van or Oro Valley Dial-A-Ride. Our sampling plan was weighted such that individual route sampling targets ensured a confidence level of 95 percent and a five percent margin of error (based on daily average ridership by route).

Survey Administration

We contracted with a local temporary staffing firm to recruit surveyor candidates. All surveyors were screened and trained by our project team. Training included an overview of the project, discussion of surveyor expectations, familiarization with the transit system and survey instrument, onboard etiquette, protocol for conducting the survey, and a review of individual assignments. Recruitment and training of data collection staff was completed on September 11, 2013, prior to survey pre-test fielding.

The majority of data collection was accomplished using an onboard intercept methodology. Other methods – including driver distribution of survey instruments and direct mail – were used to supplement onboard data collection.



Surveyors were easily identified by an identification badge worn on a lanyard around the neck and reflective vest. Surveyors offered the bilingual survey to all customers boarding the vehicle while also making themselves available to answer questions regarding the survey.

The project team completed an in-field pretest of each of the proposed survey instruments (excluding Sun Van/Oro Valley Dial-A-Ride survey forms) from September 11 through September 13, 2013. A pretest sample of 817 valid responses was achieved, significantly exceeding the pretest target of 450. No significant issues were identified. Therefore, the pretest responses were incorporated into the total sample.

Our project team successfully managed the fielding of a transit rider survey using an onboard intercept methodology during September 18 through September 22, 2013, and again from September 24 through September 27, 2013. The data collection covered the Sun Tran fixed-routes, Express, Cat Tran, Downtown Loop, and Sun Shuttle. Approximately 9,500 fixed-route surveys were collected against a sample target of 8,980.

Separate self-administered surveys were produced and distributed to program registrants/riders of the Sun Van and Oro Valley paratransit services via a direct mail methodology, each accompanied by a postage-paid return envelope. Six hundred Sun Van mailers and 350 Oro Valley Dial-A-Ride mailers were distributed. This resulted in the collection of 201 valid responses (128 for Sun Van and 73 for Oro Valley Dial-A-Ride). This represents a return rate of 21.3 percent for Sun Van and 20.9 percent for Oro Valley Dial-A-Ride.

Data Analysis

All data was entered into an Excel spreadsheet using dedicated data entry personnel. Moore & Associates' staff monitored the entire data entry process, reviewing data entry work daily and conducting spot-checks of the process.

Data cleaning was undertaken by trained personnel upon completion of data entry. This addressed differing data formatting that resulted in identical responses being sorted as different (i.e., route number being entered as 104X and 104x). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) database for further analysis.

Once the base data was cleaned, all location data was appropriately formatted, then geocoded by longitude and latitude for import into ArcGIS 10.1. Formatting included standardization of street names, use of street types, and identification of precise boarding and alighting information based on cross-streets and landmarks.



We created separate SPSS databases for each service. This allowed us to compile simple frequencies as well as data cross-tabulations within each dataset. Cross-tabulations allow comparisons between questions that can provide additional insight into customer profiles, travel patterns, perceptions of service, and demographics.

“Lessons Learned”

Following completion of the survey, we identified three areas which should receive special consideration any time a survey such as this is repeated for the city of Tucson. These include specificity regarding home ZIP code information for college students, separate response options for where riders get service information and what kind of service information they use, and conditional response options for demand-response customers.

Customer Profiles

The following customer profiles can be used as a “snapshot” of riders both system-wide and on each transit service. Detailed analysis of both the system as a whole as well as each individual service can be found in Section 3 and Appendices A through F.

System-wide

The typical Tucson-area transit rider can be described based on the responses provided from all services throughout the Tucson metropolitan area. Using the data collected during this survey effort, we define the “profile” transit rider to be female (51.4 percent), between 19 and 44 years of age (61.5 percent), with an annual household income of less than \$20,000. She describes her ethnicity as Hispanic/Latino (35.6 percent) or White (34.5 percent), though she speaks English at home (76 percent). She is employed at least part-time (57.3 percent), is not a student (60.9 percent), and tends to get her transit service information using a cell phone/mobile device or at home (48.5 percent). She uses the bus to travel to work or take care of personal business (52.1 percent) five or more times a week (58.5 percent) and walks to and from the bus stop (approximately 67 percent). She rides the bus because she does not have access to a personal vehicle (60.8 percent) and would likely walk or ride with a friend or family member if the bus was not available (51.6 percent).

Sun Tran

The typical Sun Tran rider can be deduced based on all responses provided from Sun Tran riders. Using the data collected during this survey effort, we define the “profile” rider to be between 19 and 44 years of age (52.5 percent) with an annual household income of less than \$20,000 (59.9 percent). The profile rider is equally likely to be male or female due to a large percentage who selected “decline to respond.” However, male was cited slightly more than female. He describes his ethnicity as Hispanic/Latino (37.7 percent) or White (30.5 percent), though he speaks English at home (82.4 percent). He is employed at least part-time (56.4 percent), is not a student (67.1 percent), and tends to get his transit service information using a cell phone/mobile device or at home (49.8 percent). He uses the bus to travel to



work or take care of personal business (52.9 percent) five or more times a week (61.5 percent) and walks to and from the bus stop (approximately 65 percent). He rides the bus because he does not have access to a personal vehicle (63.2 percent) and would likely ride with a friend or family member or walk if the bus was not available (57.3 percent).

Sun Tran Express

The typical Express rider can be described based on all responses provided from Express riders. Using the data collected during this survey effort, we define the “profile” rider to be female (49.8 percent), between 45 and 64 years of age (68.1 percent), with an annual household income above \$35,000 (79.3 percent). She describes her ethnicity as White (62.3 percent) and speaks English at home (93.6 percent). She is employed full-time (93.5 percent), is not a student (93.4 percent), and tends to get her transit service information at work or home (63.7 percent). She uses the bus to travel to work (92.3 percent) five or more times a week (70.7 percent) and drives or walks less than four blocks to and from the bus stop. She rides the bus because of cost (55.6 percent) and would likely drive her own vehicle if the bus was not available (85.5 percent).

Downtown Loop

The typical Downtown Loop rider can be described based on all responses provided from Downtown Loop riders. Using the data collected during this survey effort, we define the “profile” rider to be male (49.6 percent) between 25 and 64 years of age (69.1 percent). He describes his ethnicity as Hispanic/Latino (45.3 percent) or Black (21.1 percent), though he speaks English at home (88 percent). He is not employed (58.1 percent), is not a student (62.2 percent), and may get his transit service information from a variety of sources. He uses the bus to travel to school or take care of personal business (53.1 percent) at least once a week (77.6 percent) and walks to and from the bus stop. He would likely walk or ride with a friend or family member if the bus was not available (58 percent).

Sun Shuttle

The typical Sun Shuttle rider can be described based on all responses provided from Sun Shuttle riders. Using the data collected during this survey effort, we define the “profile” rider to be male (50.9 percent), between 25 and 64 years of age (60.3 percent), with an annual household income of less than \$20,000 (55.2 percent). He describes his ethnicity as White (35.7 percent) or American Indian (32.2 percent), though he speaks English at home (85 percent). He is slightly more likely to be employed at least part-time (48.9 percent), is not a student (73.5 percent), and tends to get his transit service information using a cell phone/mobile device or at home (51.8 percent). He uses the bus to travel to work, healthcare, or take care of personal business (66.1 percent) three or more times a week (68.9 percent) and walks or uses transit to and from the bus stop. He rides the bus because he does not have access to a personal vehicle (65.7 percent) and would likely ride with a friend or family member or walk if the bus was not available (64.1 percent).



Sun Van/Oro Valley Dial-A-Ride

The typical paratransit rider can be described based on all responses provided by Sun Van and Oro Valley Dial-A-Ride riders. Using the data collected during this survey effort, we define the “profile” rider to be female (66.2 percent), 65 years of age or older (58.9 percent), with an annual household income of less than \$20,000 (50.5 percent). She describes her ethnicity as White (62.5 percent) and speaks English at home (90 percent). She is retired (64.2 percent), is not a student (94.7 percent), and tends to get her transit service information at home (42.7 percent). She uses the bus to travel to healthcare or shopping (61.7 percent) twice a week or less (74.3 percent). She rides the bus because she does not have access to a personal vehicle or is unable to drive (57.4 percent) and would likely ride with a friend or family member or not make the surveyed trip if the bus was not available (66.7 percent). *(Note: Separate profiles for Sun Van and Oro Valley Dial-A-Ride are provided in Appendix E.)*

Cat Tran

The typical Tucson-area transit rider can be described based on the responses provided from all services throughout the Tucson metropolitan area. Using the data collected during this survey effort, we define the “profile” transit rider to be female (60 percent), between 19 and 24 years of age (67.2 percent), with an annual household income of less than \$20,000. She describes her ethnicity as White (42.9 percent), Hispanic/Latino (22.9 percent), or Asian (22.6 percent), and speaks English at home (87 percent). She is most likely to be employed part-time or not at all (83.3 percent), is a full-time student (86.2 percent), and tends to get her transit service information using a cell phone/mobile device or at school (77.2 percent). She uses the bus five or more times a week (53.5 percent) and walks to and from the bus stop, usually four blocks or less. She would likely walk if the bus was not available (58.4 percent).



Section 2

Methodology

This section discusses the methodologies by which the survey was developed and administered along with the data processed. Discussion of issues specific to individual transit services is provided in Appendices A through F.

Project Management

A key component of our project management was the use of Basecamp, an online platform which allowed us to share documents and results with Sun Tran/Veolia staff as well as document discussions with the project team. Biweekly telephone conferences between Sun Tran/Veolia staff and our project team were held during the project initiation, survey development, and data collection portions of the engagement.

Quality Control

We incorporated multiple quality control measures into our survey development. These measures focused on staffing, data collection, and data entry. These measures were outlined in a memo to Sun Tran/Veolia and were described as follows:

- **Staffing.** Moore & Associates' staff would be onsite throughout all data collection. These staffers will all have data collection and field supervision experience as employees of our firm. Our supervisory staff will conduct all surveyor staff training, and will remove from consideration any surveyor deemed incapable of meeting the necessary project performance standards. Every reasonable effort will be made (including incentive compensation) to retain bilingual (English/Spanish) surveyors for the entire data collection process.
- **Data Collection.** Every surveyor will report to an M&A supervisor prior to boarding any revenue vehicle. All materials will be distributed by our supervisors, and collected again at the conclusion of each day's efforts. Our supervisors will review each surveyor packet for completeness, and their time/route tracking paperwork for accuracy and completeness. In addition to pre- and post-shift inspections, our supervisors will have rental cars available to support unscheduled inspections of surveyors onboard vehicles. This will allow our field supervisory team to either correct inconsistencies in data collection, or to remove a surveyor staffer not fulfilling the job requirements. In order to minimize potential disruption to data collection, we will schedule multiple back-up surveyors who will be prepared to cover any shifts where a surveyor may need to be replaced.
- **Data Entry.** Our field supervisor team will ship back completed surveys to our Valencia office for data entry and cleaning. Data entry which is being completed concurrently with data collection helps ensure timely processing and analysis, as well as identification of any significant



deficiencies in ongoing fieldwork (such as less than anticipated response rate, or oversampling). This review of collected responses will allow for “in field” modifications of the data collection process. Data entry staff will be trained by Moore & Associates on each of the final instruments. However, to minimize the incidence of data entry error, the data entry staff will focus on completing one operator survey (Sun Tran, Cat Tran, etc.) before moving on to the next.

Each survey will be uniquely coded in advance of data entry to further protect against data error. Finally, all survey data entered is cleaned by a Moore & Associates’ supervisor utilizing SPSS. SPSS allows for easy identification of response outliers, invalid responses, and other possible errors in the data. All such inconsistencies will be removed prior to commencement of analysis. Upon completion of all data collection, data entry, and data cleaning, initial response frequencies will be generated and uploaded to Basecamp for review by the Project Management Team.

Survey Development

Prior to development of the survey instruments, we requested several data items from Sun Tran/Veolia, including prior onboard survey instruments, a database of current bus stops, and current driver paddles. Given the age of the prior instruments, it was mutually determined to develop new survey forms for this survey effort.

Our project team created individual survey instruments for each service, inclusive of Sun Tran fixed-route, Express, Sun Van/Oro Valley Dial-A-Ride, Cat Tran, Downtown Loop, and Sun Shuttle. Each survey instrument was posted to Basecamp for review and approval. Upon approval, each survey was translated into Spanish. A review of 2010 Census and American Community Survey data did not identify any additional languages significant enough to warrant a translated instrument.

For two of the surveys – Sun Tran and Express – we developed three versions of the survey. Each version varied the order of response options for multiple-choice questions to reduce the potential for response bias.

Sampling Plan

We utilized a stratified random-sampling methodology to provide data that accurately represents all rider types on all fixed-route services for which Sun Tran/Veolia requested surveying. Formal sampling targets were calculated for each route and service using actual average daily ridership data provided by Sun Tran/Veolia. Formal sampling targets were not established for Sun Van or Oro Valley Dial-A-Ride.

Our sampling plan was weighted such that individual route sampling targets ensured a confidence level of 95 percent and a five percent margin of error (based on daily average ridership by route). Sampling targets, as well as the actual sample collected, are represented in Exhibit 2.1. Data collection resulted in



an overall sample ten percent larger than the sampling target. Sampling targets by route are provided for each service in Appendices A through F. A discussion of the total sample versus Tucson and Pima County demographics is provided in Section 3.

Exhibit 2.1 Sampling by Service

Service	Sampling Goal	Sample Achieved
Sun Tran	7,000	7,688
Express	500	297 ¹
Downtown Loop	136	137
Sun Shuttle	325	339
Cat Tran	1,019	1,232
Sun Van/Oro Valley DAR	---	201
Total	8,980	9,894

Survey Administration

Staffing/Recruitment

We contracted with a local temporary staffing firm to recruit surveyor candidates. We sought to recruit individuals with a professional appearance and demeanor as well as the skills necessary to conduct the survey. While the staffing firm conducted a background check and ensured each recruit was legally able to work in the United States, our criteria for selection included the following:

- Fluency in English and Spanish (written and oral),
- Ability to read and understand a bus schedule,
- “Common sense” problem solving capabilities,
- Ability to conform with appearance standards (“business casual” dress code – black or khaki pants, polo or collared shirt, and comfortable shoes),
- No facial tattoos or extensive visible piercings,
- The physical ability to board and ride the bus unassisted,
- Punctuality (ability to arrive 15 minutes before the start of the shift),
- Availability of reliable transportation (including public transit, bicycle, or getting dropped off), and
- Possession of a cell phone for communication from the field supervisor only.

All surveyors were screened and trained by our project team. Training included an overview of the project, discussion of surveyor expectations, familiarization with the transit system and survey instrument, onboard etiquette, protocol for conducting the survey, and a review of individual

¹ The sample for Express did not meet the sampling target due to very low rider participation. Given the nature of the service (one-way peak-hour commuter trips), the survey was conducted using a driver-distributed self-administered methodology, which provided little control over the quantity of responses. This issue is discussed further in Appendix D.



assignments. Our project team trained more surveyors than it anticipated needing in order to have trained back-up personnel immediately available should a surveyor fail to report or be dismissed.

Unacceptable behavior – which included making or receiving calls from persons other than the Moore & Associates’ field supervisor, listening to music on an iPod or phone, causing any type of disruption onboard the vehicle, use of profanity, failure to comply with appearance standards, and tardiness – was communicated to all recruits as cause for immediate dismissal.

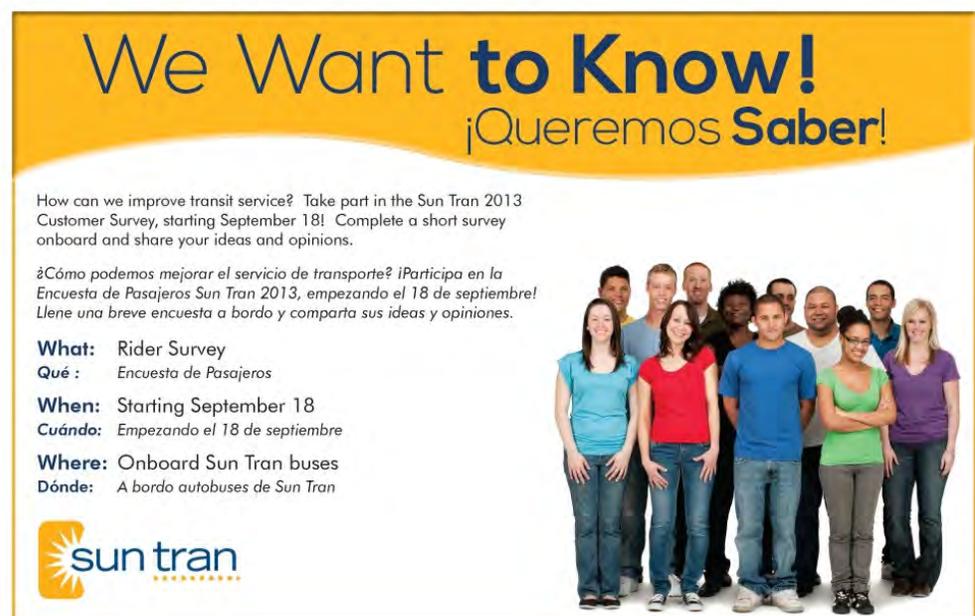
Recruitment and training of data collection staff was completed on September 11, 2013, prior to survey pre-test fielding. Approximately 30 surveyors were trained as part of this engagement. All associated training materials were posted to Basecamp prior to the training.

Data Collection

The majority of data collection was accomplished using an onboard intercept methodology. Other methods – including driver distribution of survey instruments and direct mail – were used to supplement onboard data collection.

Prior to pre-test data collection, we designed and produced bilingual car cards (onboard notices) for each service, notifying customers of the upcoming survey. We feel advance notification positively impacts riders’ willingness to participate in an onboard survey effort.

Exhibit 2.2 Sun Tran Car Card



All survey questionnaires were printed on 100-pound stock to eliminate the need for clipboards. All survey instruments were printed double-sided, with English on one side and Spanish on the other.

Surveyors were easily identified by an identification badge worn on a lanyard around the neck and reflective vest. Prior to boarding the assigned vehicle, each surveyor was provided with a surveyor bag containing survey forms, sharpened pencils, a system map, a route-specific map and schedule, and an individual surveyor “paddle.” All surveyors were also provided with the cell phone contact information for a field supervisor, who conducted spot-checks of surveyor performance and maintaining a presence in the service area throughout the entire data collection period as a quality control measure.

Surveyors offered the bilingual survey to all customers boarding the vehicle while also making themselves available to answer questions regarding the survey. Respondents were instructed to return the completed instrument to the surveyor or leave it on their seat for later retrieval. At the conclusion of the day’s surveying, all collected surveys, identification badge, and reflective vest were returned to the field supervisor.

The project team completed an in-field pretest of each of the proposed survey instruments (excluding Sun Van/Oro Valley Dial-A-Ride survey forms) from September 11 through September 13, 2013. A pretest sample of 817 valid responses was achieved, significantly exceeding the pretest target of 450. The results of the survey pretest were posted to Basecamp. No significant issues were identified. Therefore, the pretest responses were incorporated into the total sample.

Our project team successfully managed the fielding of a transit rider survey using an onboard intercept methodology during September 18 through September 22, 2013, and again from September 24 through September 27, 2013. The data collection covered the Sun Tran fixed-routes, Sun Express, Cat Tran, Downtown Loop, and Sun Shuttle. Approximately 9,500 fixed-route surveys were collected against a sample target of 8,980.

Separate self-administered surveys were produced and distributed to program registrants/riders of the Sun Van and Oro Valley paratransit services via a direct mail methodology, each accompanied by a postage-paid return envelope. Six hundred Sun Van mailers and 350 Oro Valley Dial-A-Ride mailers were distributed. This resulted in the collection of 201 valid responses (128 for Sun Van and 73 for Oro Valley Dial-A-Ride). This represents a return rate of 21.3 percent for Sun Van and 20.9 percent for Oro Valley Dial-A-Ride.

Data Entry

All data was entered into an Excel spreadsheet using dedicated data entry personnel. Moore & Associates’ staff monitored the entire data entry process, reviewing data entry work daily and conducting spot-checks of the process.



Data Cleaning

Data cleaning was undertaken by trained personnel upon completion of data entry. This addressed differing data formatting that resulted in identical responses being sorted as different (i.e., route number being entered as 104X and 104x). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) database for further analysis.

Following data cleaning, simple frequencies were developed for each service and posted to Basecamp for review by Sun Tran/Veolia.

Geocoding

Once the base data was cleaned, all location data was appropriately formatted, then geocoded by longitude and latitude for import into ArcGIS 10.1. Formatting included standardization of street names, use of street types, and identification of precise boarding and alighting information based on cross streets and landmarks.

Analytical Methods

We created separate SPSS databases for each service. This allowed us to compile simple frequencies as well as data cross-tabulations within each dataset. Cross-tabulations allow comparisons between questions that can provide additional insight into customer profiles, travel patterns, perceptions of service, and demographics.

“Lessons Learned”

Following completion of the survey, we identified three areas which should receive special consideration any time a survey such as this is repeated for the city of Tucson. These include specificity regarding home ZIP code information for college students, separate response options for where riders get service information and what kind of service information they use, and conditional response options for demand-response customers.

College Students

When surveying college students, any request for a residential ZIP code should specify their local residence, not simply state “home” ZIP code. A number of students interpreted this as a request for the ZIP code of their parents’ home (which they would consider home), rather than where they live while at school.

Service Information

When requesting details regarding how service information is obtained, there should be a clear differentiation between “what” and “where.” As it was phrased, the question included on the surveys mixed the two response types, resulting in potential confusion (i.e., if the rider accessed information via a cell phone at home, which should they choose as their response?). As a result, knowing a respondent



obtaining information at home does not tell us how that individual got the information (i.e., by phone, online, from a service brochure, etc.). Many respondents selected other and wrote in responses such as on the bus, from the driver, or online. The question would have been better suited to response options such as:

- Service brochure,
- Online/website,
- From the driver/onboard vehicle,
- By phone/Customer Service,
- At the bus stop,
- From a friend/family member/coworker, and
- Other (specify).

A follow-up question could be used to find out if the individual has access to technology (such as the Internet or a cell phone/mobile device) or where they access the Internet (i.e., home, library, work, school, etc.).

Conditional Responses

A “not applicable” response option should be provided for conditional questions, such as “If you used a wheelchair, was it tied down and secured to the floor?” It is likely some respondents answered “no” because they didn’t use a wheelchair, rather than because it was improperly secured.



This Page Intentionally Left Blank.



Section 3

Key Findings

This section includes profiles, findings, observations, and other information about transit service in Tucson as a whole. It combines data from all six services and offers composite observations. Detailed analysis of individual service information is provided in Appendices A through F, with additional origin/destination details in Appendix G.

Customer Profile

The typical Tucson-area transit rider can be described based on the responses provided from all services throughout the Tucson metropolitan area. Using the data collected during this survey effort, we define the “profile” transit rider to be female (51.4 percent), between 19 and 44 years of age (61.5 percent), with an annual household income of less than \$20,000. She describes her ethnicity as Hispanic/Latino (35.6 percent) or White (34.5 percent), though she speaks English at home (76 percent). She is employed at least part-time (57.3 percent), is not a student (60.9 percent), and tends to get her transit service information using a cell phone/mobile device or at home (48.5 percent). She uses the bus to travel to work or take care of personal business (52.1 percent) five or more times a week (58.5 percent) and walks to and from the bus stop (approximately 67 percent). She rides the bus because she does not have access to a personal vehicle (60.8 percent) and would likely walk or ride with a friend or family member if the bus was not available (51.6 percent).

Key Travel Patterns

Home ZIP Code

We asked respondents to indicate their home ZIP code. While origin/destination data is broken down by system and route in Appendix G, review of home ZIP code data provides an indication of where transit riders ultimately start or end their trips.

More than 95 percent of survey respondents cited a ZIP code within Pima County. Fewer than two percent each cited another ZIP code in Arizona, indicated a ZIP code outside Arizona, or provided a ZIP code wherein the location could not be identified from the response.

ZIP code 85705, which includes Tucson and Flowing Wells, was cited as the home ZIP code by 960 respondents, or 12.5 percent of those citing a Pima County ZIP code. It was closely followed by Tucson ZIP code 85719, cited by 810 respondents, or 10.5 percent. The 20 most frequently cited Pima County ZIP codes are provided in Exhibit 3.1.



Exhibit 3.1 Top 20 Pima County ZIP Codes

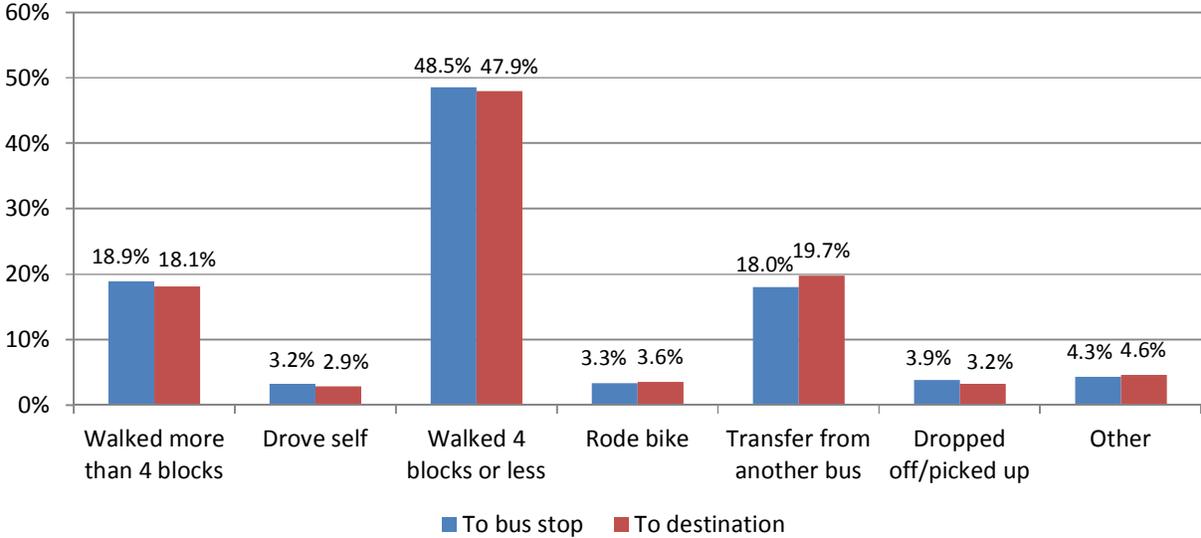
ZIP Code	Number of Responses	Percent of Pima County
85705	960	12.5%
85719	810	10.5%
85713	738	9.6%
85706	637	8.3%
85711	523	6.8%
85716	474	6.2%
85745	460	6.0%
85712	418	5.4%
85710	328	4.3%
85746	286	3.7%
85714	219	2.8%
85730	186	2.4%
85701	178	2.3%
85704	136	1.8%
85741	114	1.5%
85757	112	1.5%
85756	100	1.3%
85715	94	1.2%
85737	75	1.0%
85718	66	0.9%

Means of Accessing Bus Stop and Destination

The data indicates the means for accessing transit are very similar, regardless of whether it is the bus stop or the final destination being accessed. Walking was by far the most cited method for reaching both the bus stop and the final destination. More than 67 percent of respondents cited walking to the bus stop, while 66 percent walked to their final destination. Of these, a significant majority walked four blocks or less. Relatively few traveled to or from the bus stop by personal vehicle (7.1 percent and 6.1 percent, respectively), either by driving themselves or being picked up or dropped off.



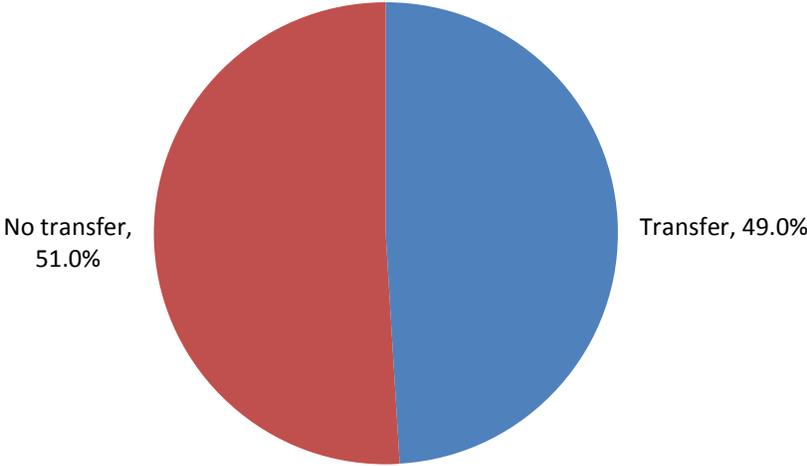
Exhibit 3.2 Means of Accessing Bus Stop and Destination



Incidence of Transfers to/from Sun Tran

Respondents on Sun Tran, Express, Cat Tran, and the Downtown Loop were asked to identify whether their trip included a transfer to or from a Sun Tran route. Responses were nearly evenly split, with a slight majority making a single-seat trip. This suggests the potential for additional routes to provide more single-seat service, though the high percent of transfers does speak to the connectivity already inherent in the regional transit network.

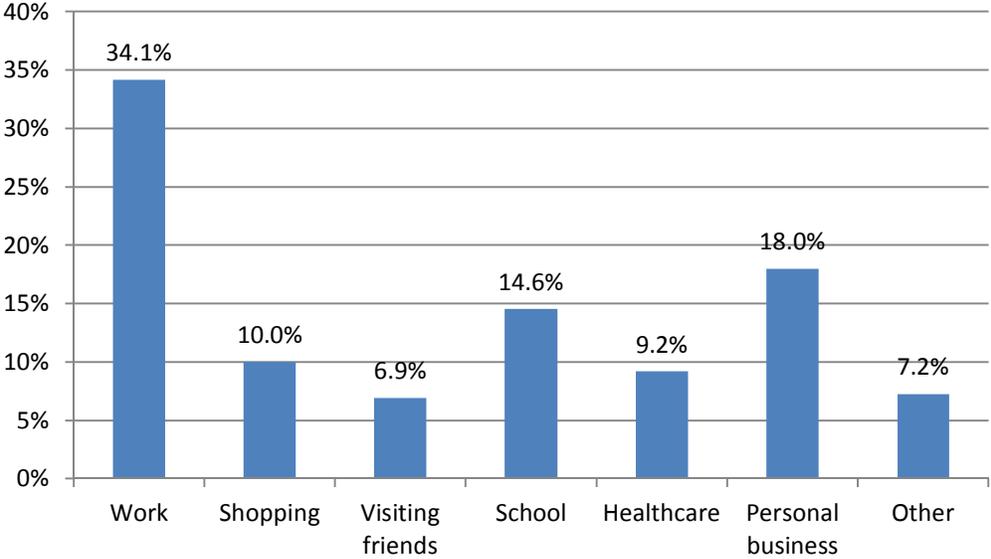
Exhibit 3.3 Trip Purpose



Trip Purpose

For every service except Cat Tran, respondents were asked to describe the purpose of the surveyed trip. Work was by far the most frequently cited trip purpose (34.1 percent), followed by personal business (18 percent) and school (14.6 percent).

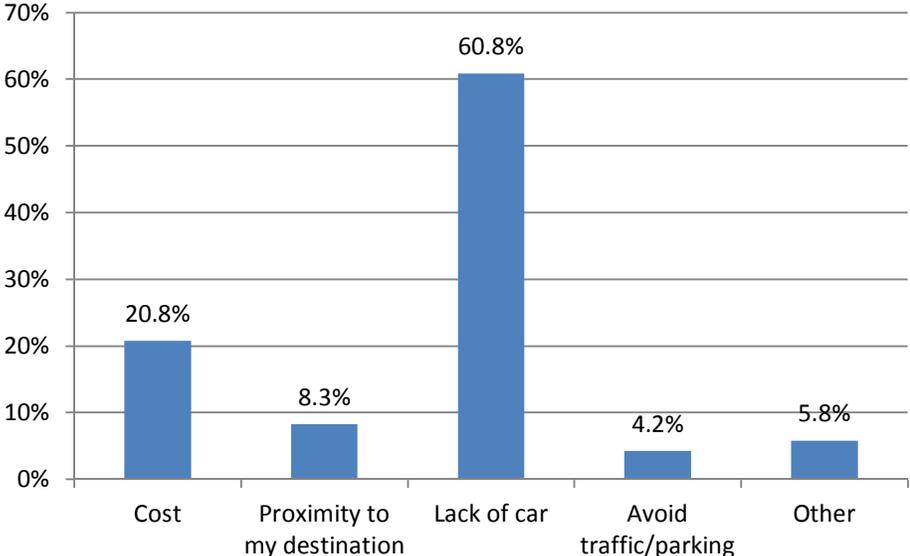
Exhibit 3.4 Trip Purpose



Reason for Riding

Riders of Sun Tran, Express, Sun Van/Oro Valley Dial-A-Ride, and Sun Shuttle were asked to cite their reason for riding transit. Nearly 61 percent said they used the selected transit service because they lack access to a car. This is indicative of a highly transit-dependent rider base. Very few (4.2 percent) chose transit to avoid traffic or parking. Cost was a key consideration for nearly 21 percent of respondents.

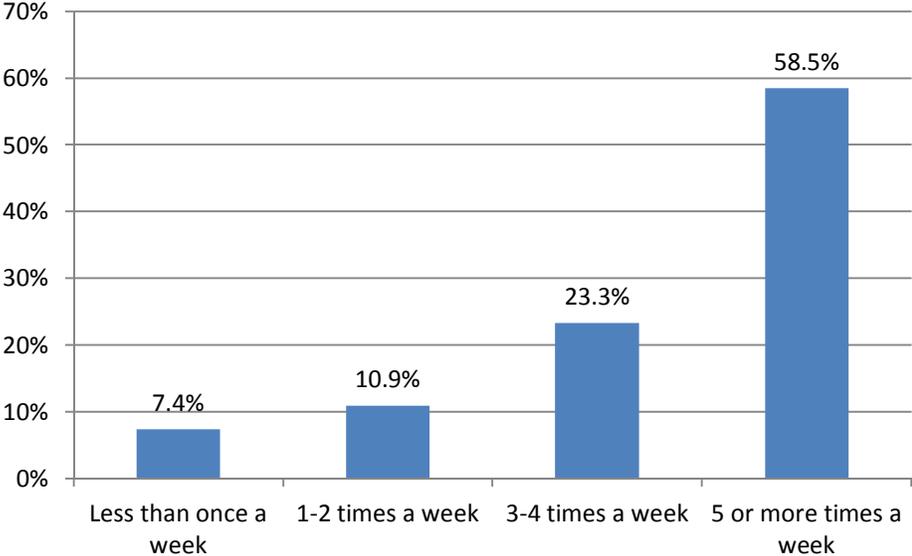
Exhibit 3.5 Reason for Riding



Frequency of Ridership

Those transit riders surveyed tend to be frequent riders, which is consistent with nearly 61 percent of respondents riding because they lack access to a personal vehicle. More than 58 percent said they ride five or more times a week, with another 23.3 percent citing use of transit three to four times per week. Sun Van had the highest percent of infrequent riders (i.e., less than once a week) (44.4 percent) as compared to 7.4 percent of rider respondents for the Sun Tran system.

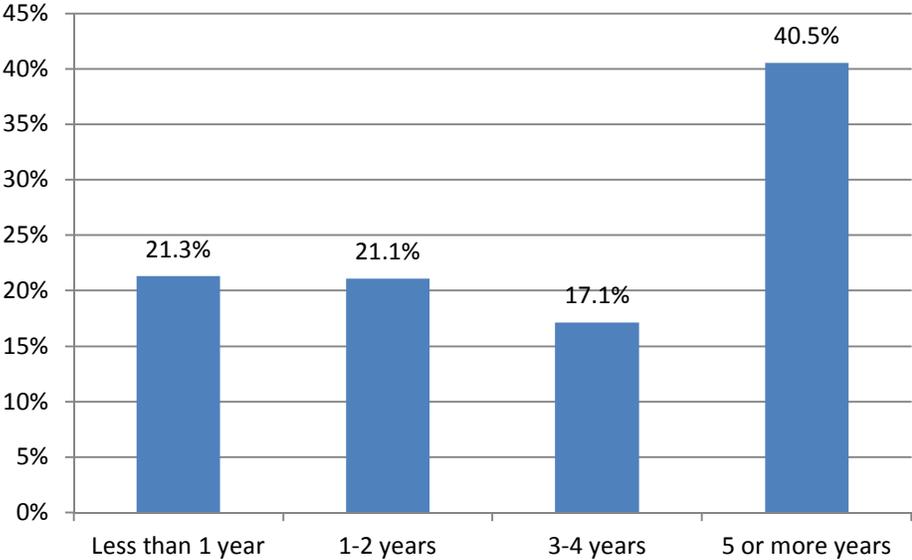
Exhibit 3.6 Frequency of Ridership



Length of Patronage

In addition to being frequent riders, those transit riders surveyed also tend to be long-time users of the transit program. More than 40 percent said they had ridden their respective transit service for five years or more, with another 17.1 percent having ridden for three to four years. However, the fairly high percentage of newer riders (42.4 percent said they had ridden for two years or less) suggests a healthy “churn” of riders, wherein new riders consistently replace those who no longer ride. Former riders may stop using transit for a broad range of reasons, including relocation, changing jobs, access to other transportation options, or another change in personal circumstances.

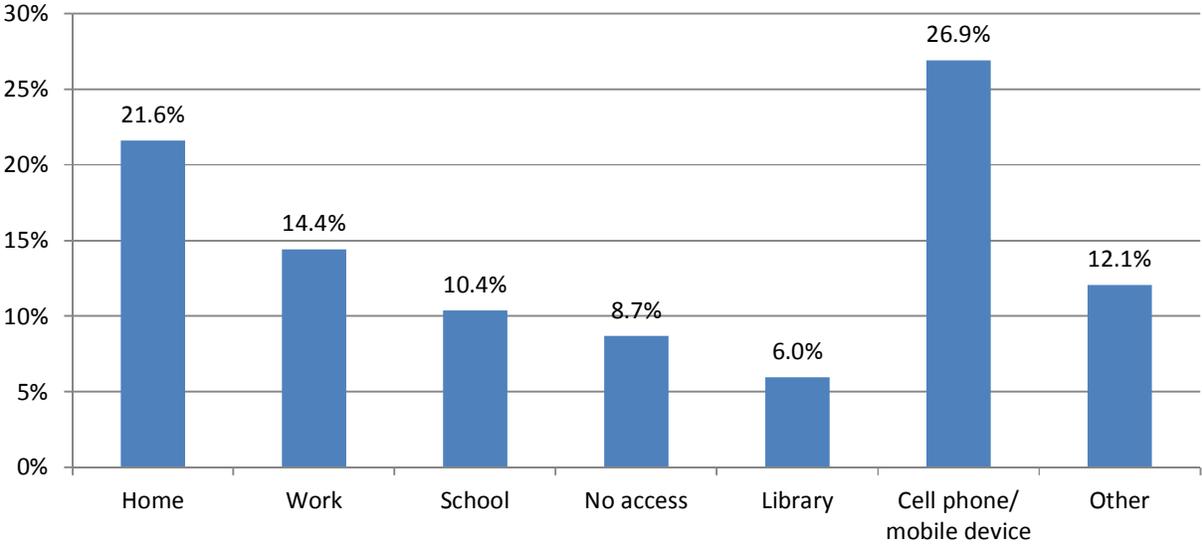
Exhibit 3.7 Length of Patronage



Source of Service Information²

In soliciting responses regarding how service information is obtained, respondents were primarily asked to specify where they accessed information, rather than what type of information they accessed. The most frequently cited response was cell phone or mobile device (26.9 percent), followed by home (21.6 percent) and work (14.4 percent). Many of the other responses included locations such as on the bus, at the transit center, via printed transit schedules, or by calling customer service. (These responses are discussed in more detail with regard to specific services in the Appendices.)

Exhibit 3.8 Source of Service Information



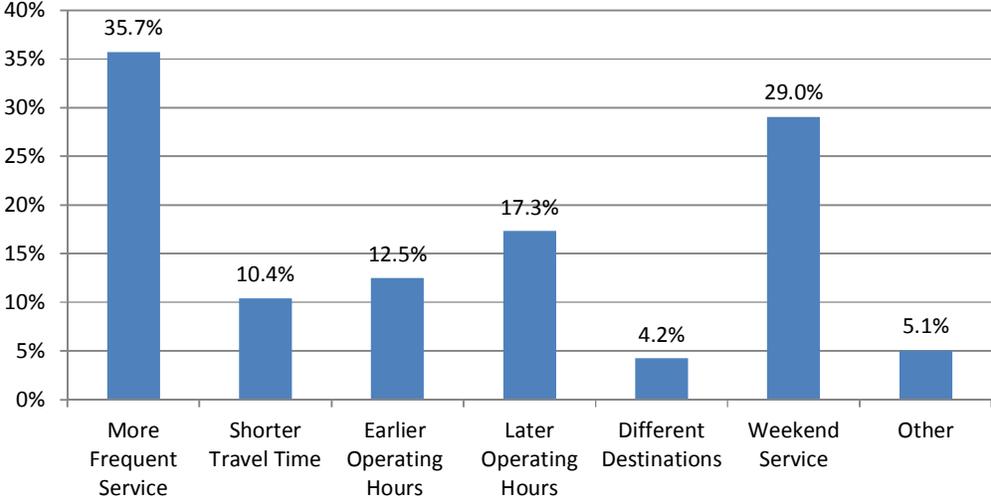
² This question is addressed further in the Lessons Learned discussion in Section 2.

Customer Perceptions

Preferred Service Enhancement

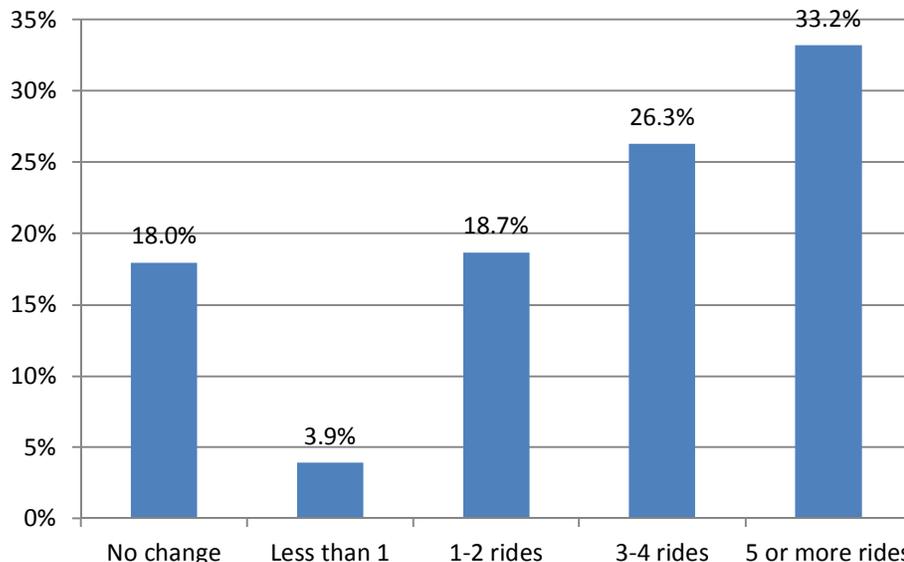
Customers onboard Sun Tran, Express, Cat Tran, and Sun Shuttle were asked to identify their preferred service enhancement. More frequent service and weekend service were the most frequently cited responses. While different destinations was cited by just 4.2 percent of responses, suggesting that most respondents are able to access the majority of their destinations within the current route network, it should be taken into account that this option was not provided to Sun Tran riders, which represent 77.7 percent of the total sample.

Exhibit 3.9 Preferred Service Enhancement



Respondents were also asked to indicate how many additional trips they would be likely to make if their preferred service enhancement were implemented. One-third of respondents said they would take five or more additional rides per week, indicating a significant growth potential for the service improvements represented herein.

Exhibit 3.10 Additional Rides if Service Enhancement Implemented



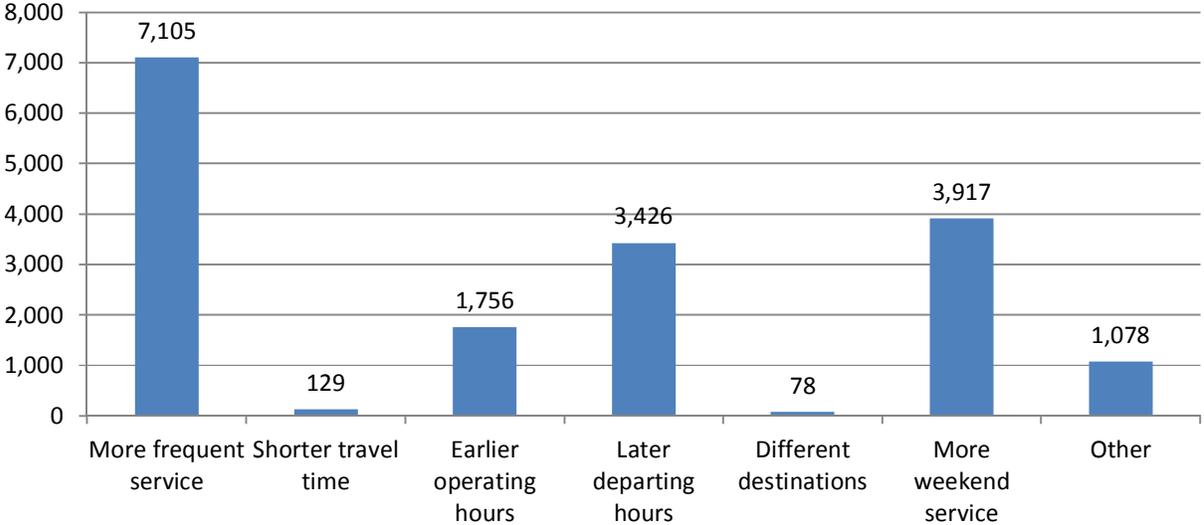
By assigning an average value to each category (i.e., no change, one to two ride per week, etc.), we can compare the number of trips likely to result from each service enhancement. Systemwide, more frequent service would result in the largest number of additional trips (more than 7,100), followed by new or additional weekend service (3,917) and later service (3,426).

Exhibit 3.11 Values for Calculating Additional Rides

Category	Numerical Value
No change	0
Less than 1	0.75
1-2 rides	1.5
3-4 rides	3.5
5 or more rides	5



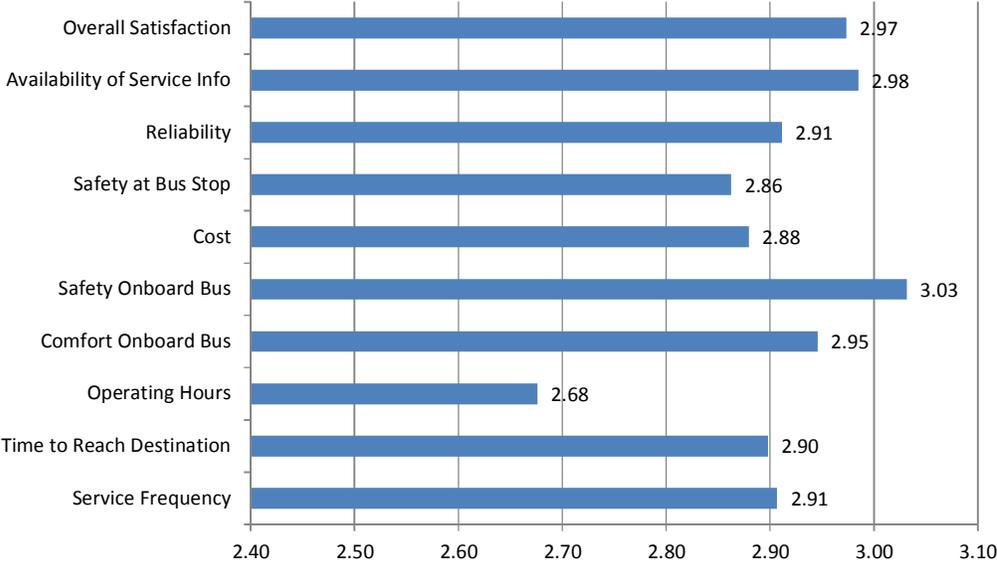
Exhibit 3.12 Estimated Additional Rides Per Week by Service Enhancement



Service Rating

Survey respondents from Sun Tran, Express, Sun Shuttle, and the Downtown Loop were asked to rate a series of service attributes using a four-point scale, wherein one equaled “poor,” two equaled “fair,” three equaled “good,” and four equaled “excellent.” Overall, transit riders gave their transit service a mean rating of 2.97, which translates to a solid “good” rating. Safety onboard the bus was the most highly rated attribute (3.03), while operating hours was the lowest rated (2.68). The availability of service information was also highly rated (2.98), as was comfort onboard the bus (2.95).

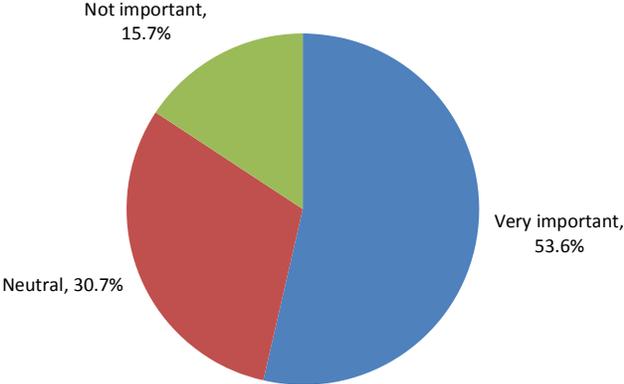
Exhibit 3.13 Service Rating



Importance of Cost

Overall, cost was rated as very important by nearly 54 percent of respondents. Another nearly 31 percent were neutral, which may indicate those who have no other option; they would continue to ride transit regardless of cost as long as it was deemed a reasonable expense. Fewer than 16 percent of respondents said cost was unimportant in their decision to ride transit.

Exhibit 3.14 Importance of Cost

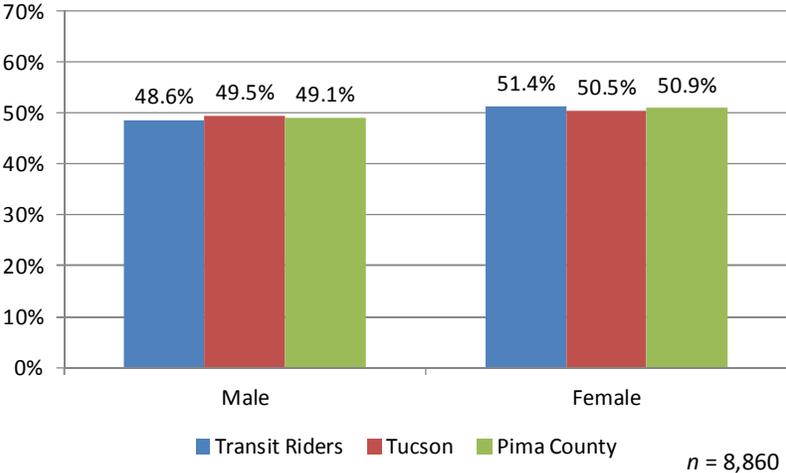


Customer Demographics

Gender

Our sample was consistent with both Tucson and Pima County demographics. Respondents who identified their gender showed a slight majority of females. This same pattern is seen in Census 2010 data for the region.

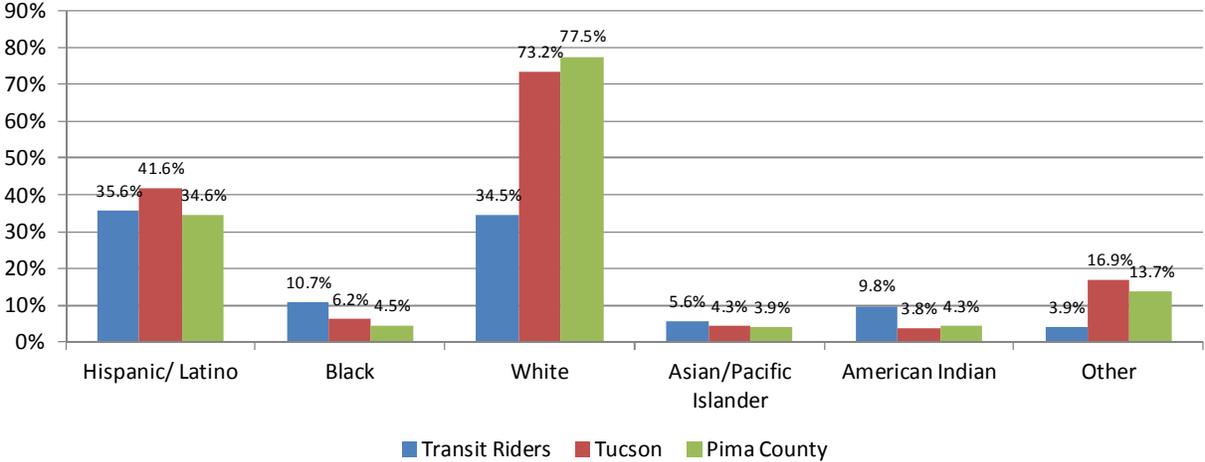
Exhibit 3.15 Gender



Race/Ethnicity

We asked transit riders to describe which race/ethnicity they identified. Respondents were given the option to select multiple responses. Transit respondents were largely reflective of census data for the city of Tucson and Pima County. However, it should be noted Census 2010 did not segregate Hispanic/Latino as a separate race, but did allow residents to identify themselves as being of Hispanic/Latino heritage in conjunction with their race. Transit riders were offered Hispanic/Latino as a response option, which may explain why "White" was selected by far fewer respondents than in the census.

Exhibit 3.16 Race

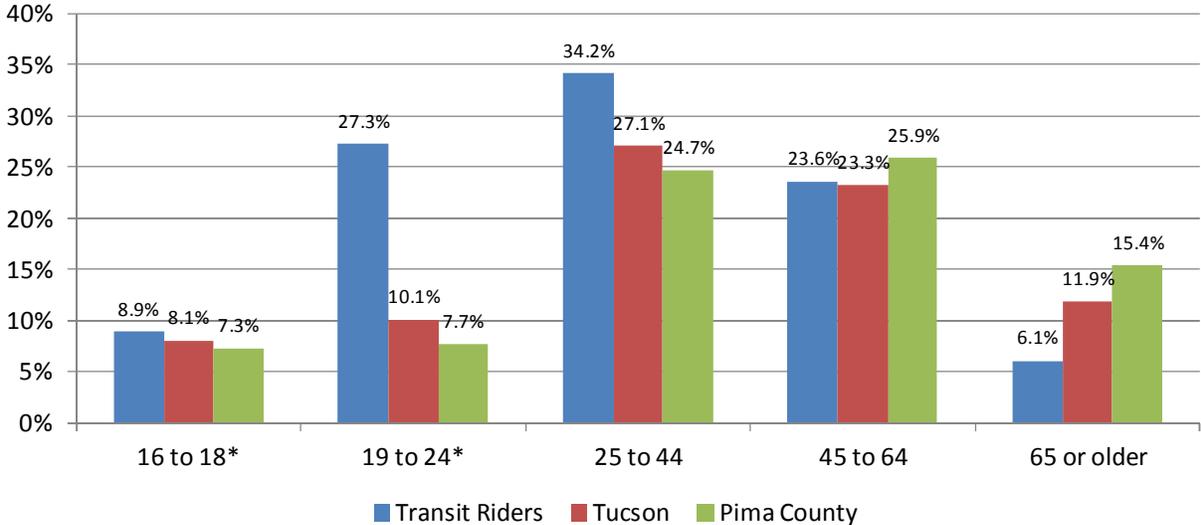


Age

Our sampling excluded youth under age 16 from the survey. Anyone boarding the bus age 16 and older was asked to complete a survey. It should be noted the 2010 Census used slightly different parameters for age categories (15 to 19 and 20 to 24) than were used on our survey instruments (16 to 18 and 19 to 24). As a result, the comparison in Exhibit 3.17 is not exact, instead providing a rough idea of how the age groups compare with one another.

Overall, we found that persons in the age group 19 to 24 represented more than a quarter of all respondents. This is not consistent with the overall population of Tucson or Pima County. Persons age 25 to 44 were also overrepresented. We believe this is reflective of system ridership, as all persons who boarded were invited to complete a survey. Older individuals (age 65 and older) were slightly underrepresented, most likely because they are not riding transit as much as younger riders, not due to a refusal to participate in the survey.

Exhibit 3.17 Age

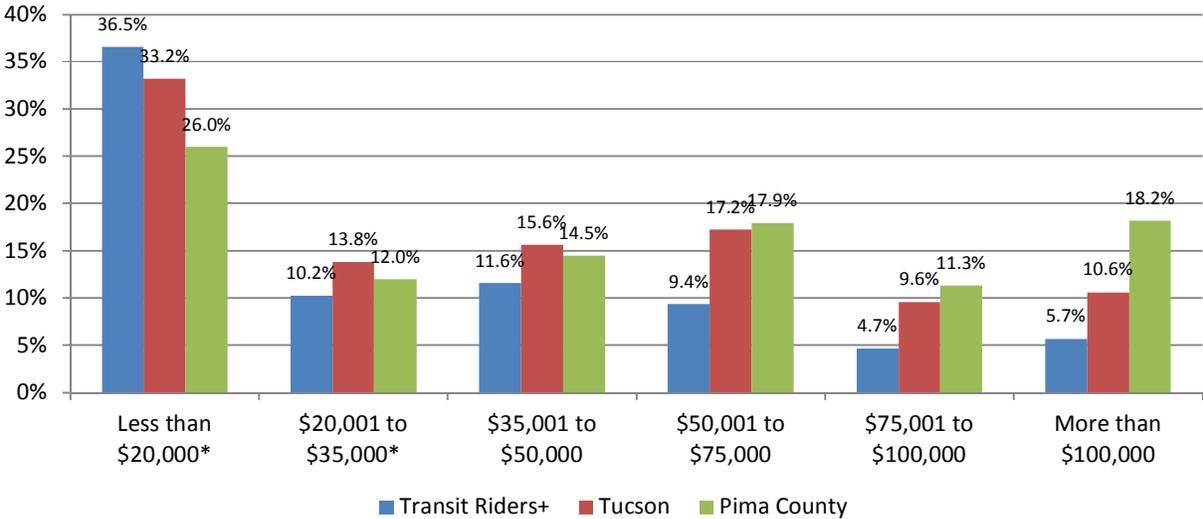


Household Income

The transit riders surveyed³ skew toward lower incomes than Tucson and Pima County as a whole.⁴ More than 36 percent of respondents indicated an annual household income of less than \$20,000, compared to one-third of Tucson residents and 26 percent of Pima County residents citing an annual income of less than \$25,000. Slightly more than ten percent of transit riders indicated an annual income of more than \$75,000 annually, compared to 20.2 percent of Tucson residents and 19.5 percent of Pima County residents.

The data collected suggests transit riders tend to be lower income, which is typical of many transit systems. It also suggests there is a considerable market for attracting choice riders.

Exhibit 3.18 Annual Household Income



³ Note: Respondents were only asked to provide income information on surveys for Sun Tran, Express, Sun Van, and Sun Shuttle. Therefore, this data is not necessarily representative of transit riders across all services.

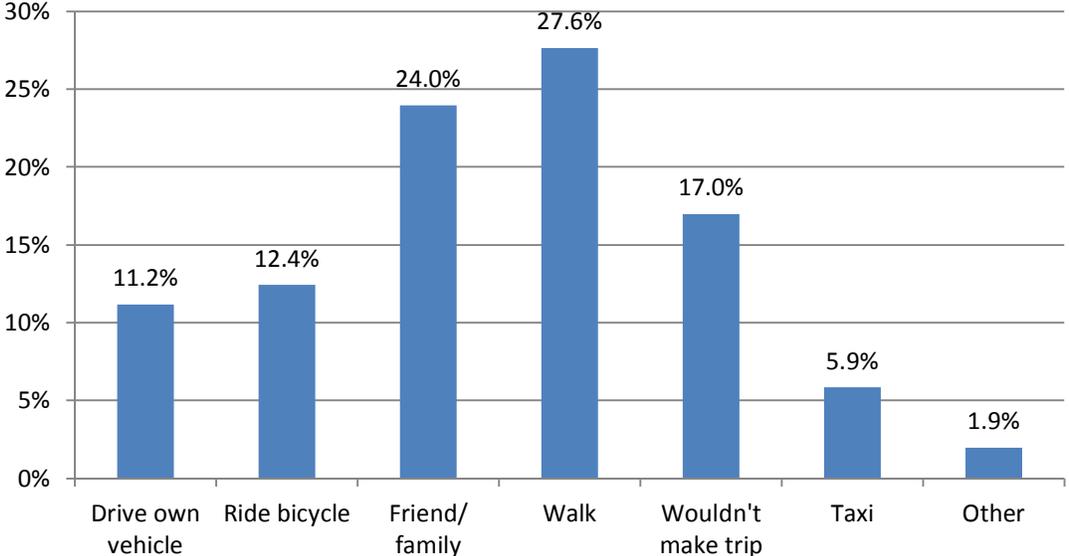
⁴ Note: the income category breakdowns in the American Community Survey are slightly different. As such, our "less than \$20,000" is being compared to all incomes less than \$24,999, while our "\$20,001 to \$35,000" is being compared to incomes between \$25,000 and \$34,999. All other categories are largely the same, though the beginning and ending boundaries are offset by one dollar each.



Transit Dependency

When asked how they would travel if the transit service were not available, relatively few transit riders (11.2 percent) cited driving their own vehicle as the most likely alternative. More than 51 percent said they would get a ride with a friend or family member or walk to their destination. Seventeen percent simply would not make the trip, which implies a significant lack of mobility options for this group of respondents.

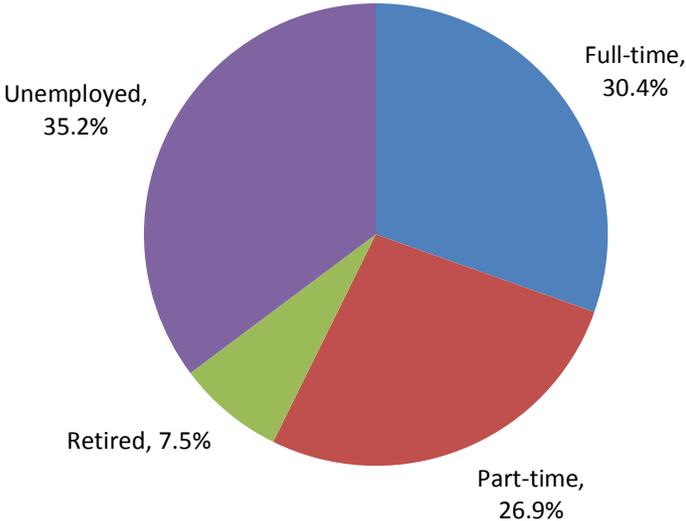
Exhibit 3.19 Alternatives to Transit



Employment Status

More than 57 percent of survey respondents cited being employed at least part-time. A significant portion indicated being unemployed, which could include students and persons absent traditional employment (i.e., homemakers) as well as those actively looking for work. Fewer than eight percent described themselves as retired.

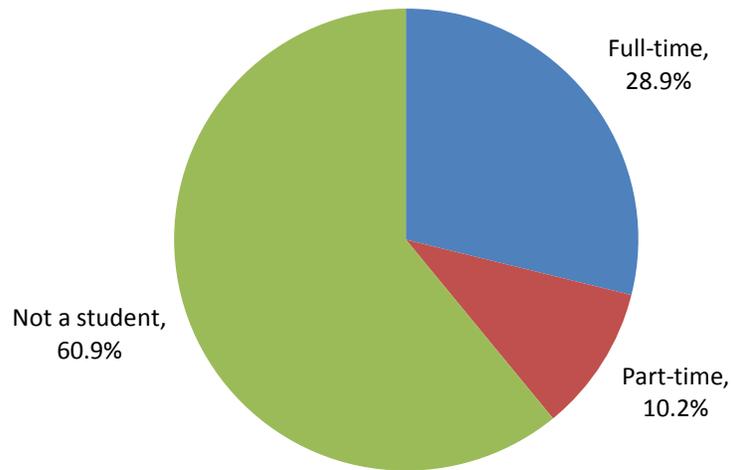
Exhibit 3.20 Employment Status



Student Status

Just over 39 percent of transit riders indicated being a part-time or full-time student. Given Cat Tran riders represent just 12.5 percent of the total sample, this means there are many student riders apart from Cat Tran.

Exhibit 3.21 Student Status



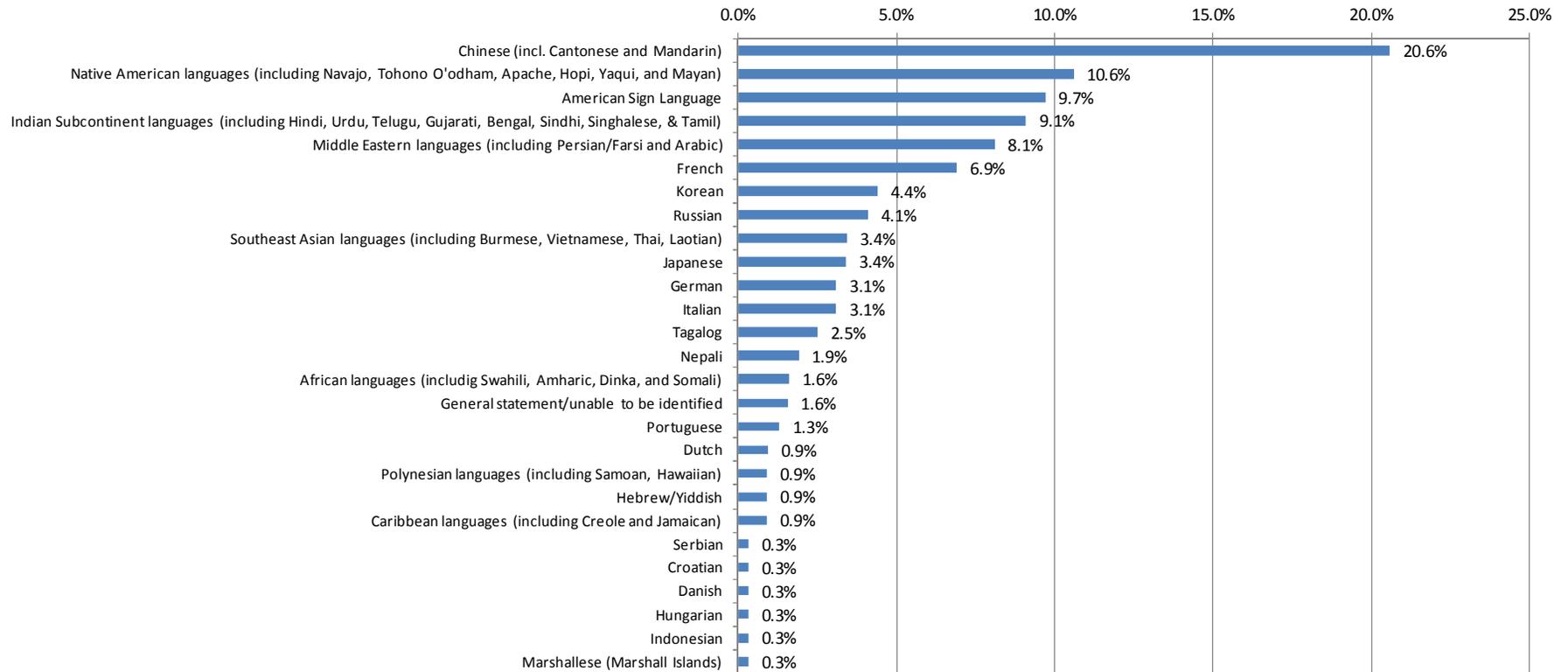
Language Information

More than 95 percent of survey respondents chose to take the survey in English. Spanish was offered as an option to every respondent, although only 4.7 percent chose to do so.

The majority of respondents cited speaking English at home, though some also speak Spanish. Among the other languages cited by 323 respondents, 20.6 percent indicated speaking Chinese (including Mandarin and Cantonese) at home. Nearly 11 percent said they speak a Native American language at home, including Apache, Hopi, Mayan, Navajo, Tohono O’Odham, and Yaqui). Slightly fewer than ten percent of these respondents indicated use of American Sign Language (ASL) at home, while just over nine percent speak a language from the Indian subcontinent (including Bengal, Gujarati, Hindi, Sindhi, Singhalese, Tamil, Telugu, and Urdu). Just over eight percent speak a Middle Eastern language such as Persian/Farsi or Arabic. Slightly more than four percent each speak Korean and Russian, while just over three percent each speak Japanese, German, Italian, and Southeast Asian languages (including Burmese, Laotian, Thai, and Vietnamese). Despite the large number of languages represented, none were observed in a percentage significant enough to warrant additional language resources.



Exhibit 3.22 Languages Spoken at Home – Other



This Page Intentionally Left Blank.



Appendix A Sun Tran

Sun Tran riders were surveyed across ten weekdays between Wednesday, September 11 and Friday, September 27, 2013. The instrument was designed to reflect conditions and travel patterns specific to the Sun Tran service. Riders were asked to provide information regarding their trip purpose, frequency of use, opinions regarding the service's strengths and weaknesses, and personal demographic characteristics. A total of 7,688 completed surveys were collected onboard Sun Tran.

The survey was offered in English and Spanish. The majority of respondents (94.3 percent) chose to complete the survey in English. The remaining 5.7 percent completed the survey in Spanish.

Three versions of the survey were utilized. While questions were presented in the same order on each version, the order of responses in multiple-choice questions was varied to reduce response bias. The total sample was comprised of 30.1 percent Version A, 40.6 percent Version B, and 29.3 percent Version C.

Sampling targets took into account actual daily ridership averages for each route. Route-specific targets were calculated to ensure statistical accuracy at a 95 percent confidence level and a ± 5 percent margin of error. Sampling targets were achieved for all routes, resulting in a sample nearly 10 percent greater than our target.



Exhibit A.1 Sampling by Route

Route	Sample Target	Surveys Collected
Route 1	281	303
Route 2	247	284
Route 3	311	314
Route 4	336	344
Route 5	242	247
Route 6	326	326
Route 7	299	345
Route 8	358	388
Route 9	298	346
Route 10	256	256
Route 11	329	329
Route 15	278	279
Route 16	344	474
Route 17	310	346
Route 19	261	303
Route 20	137	140
Route 21	190	192
Route 22	193	217
Route 23	267	321
Route 24	194	213
Route 26	239	317
Route 27	256	264
Route 29	259	294
Route 34	293	309
Route 37	197	203
Route 50	128	128
Route 61	171	171
Total	7,000	7,653

Surveys were collected throughout the day, across all day-parts. For this survey, day-parts were considered as follows:

- Morning Peak – 5:00 a.m. to 8:59 a.m.
- Midday A.M. – 9:00 a.m. to 11:59 a.m.
- Midday P.M. – 12:00 p.m. to 2:59 p.m.
- Afternoon Peak – 3:00 p.m. to 6:59 p.m.
- Evening – 7:00 p.m. to end of service



Exhibit A.2 Sampling by Day-Part

Day-Part	Surveys Collected
Morning Peak	1,058
Midday A.M.	2,221
Midday P.M.	1,926
Afternoon Peak	1,214
Evening	1,269
Total	7,688

Section 1: Tell us about THIS trip

Question 1: Date/Time

The largest number of responses were collected on September 21 (15.0 percent), September 18 (14.9 percent), September 20 (14.3 percent), and September 24 (13.1 percent). Trip time information was used primarily to verify the number of the trip being surveyed and to identify the day-part during which the trip took place.

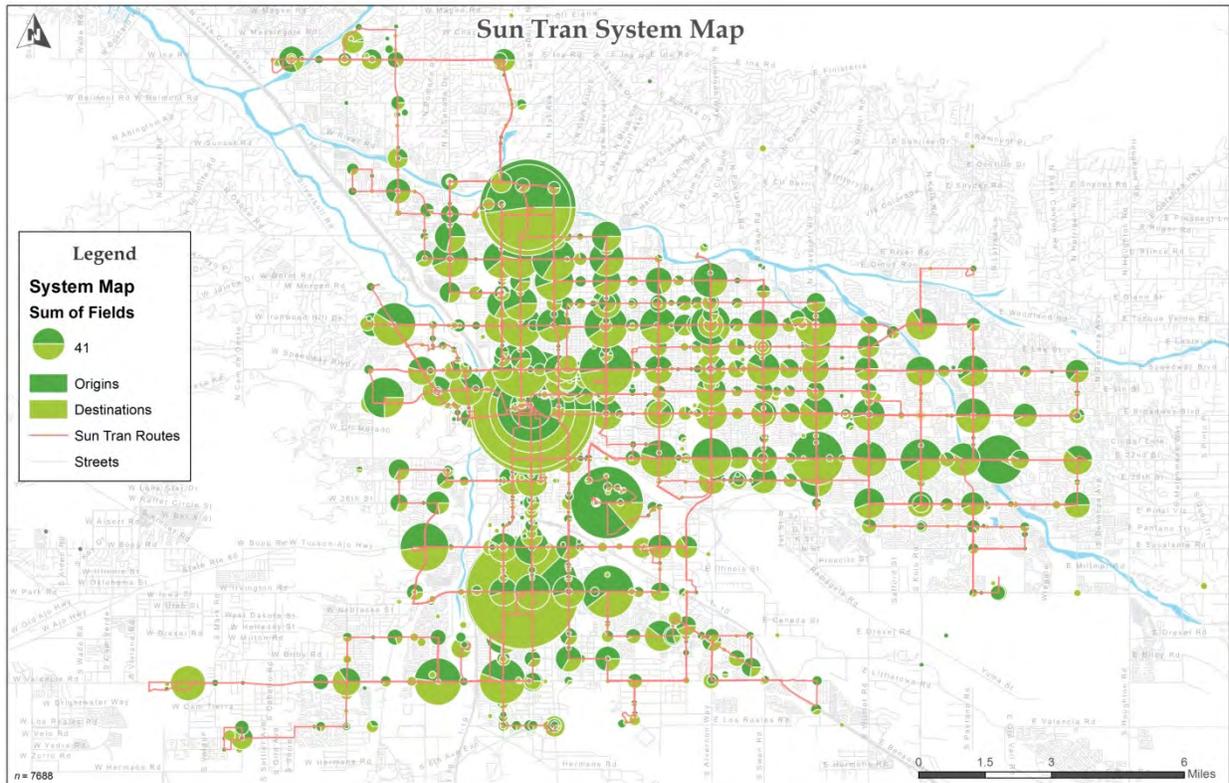
Question 2: Where did you board the bus for this trip?

Question 3: Where will you get off the bus for this trip?

We asked riders their boarding and alighting locations to better understand common origin-destination pairs. These locations were geocoded and plotted using ArcGIS. Exhibit A.3 illustrates the boarding and alighting patterns for the Sun Tran service as a whole. Additional maps of individual routes are provided in Appendix G.



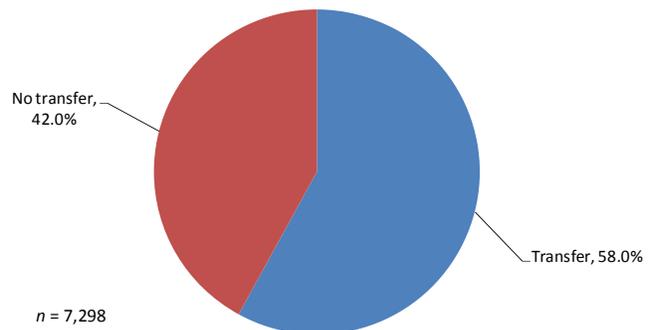
Exhibit A.3 Sun Tran System-wide Origin-Destination Map



Question 4: Does this trip include a transfer to/from another Sun Tran service?

Fifty-eight percent of Sun Tran riders indicated they made or would make a transfer to or from another Sun Tran line as part of the surveyed trip. This relatively high rate of intra-service transfer indicates single-seat service is not available for many riders.

Exhibit A.4 Incidence of Transfer



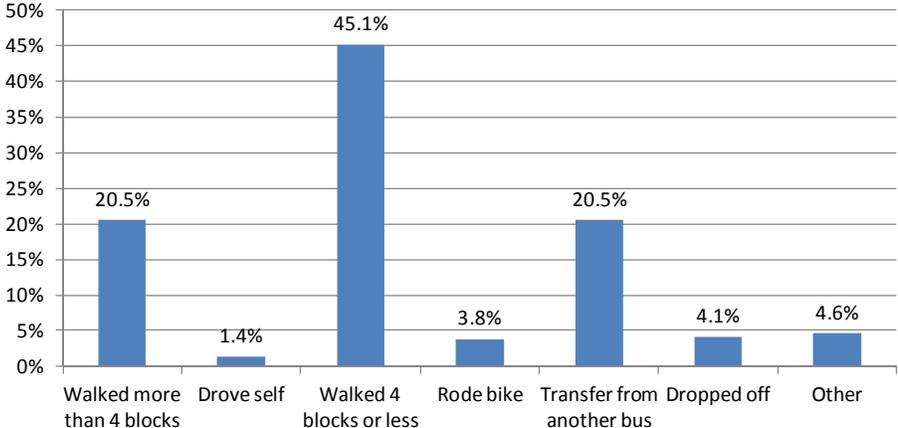
A-4



Question 5: How did you get to the bus stop for this trip?

More than 65 percent of respondents reach the bus stop on foot, with just over 45 percent walking four blocks or less. One-fifth of respondents cited walking more than four blocks, which may indicate a need to re-evaluate where customers are originating. Another 20 percent transferred from another bus, which is consistent with the high rate of transfers cited in Question 4. Relatively few (5.5 percent) traveled to the bus stop via a personal vehicle, either by driving or being dropped off. (Note: Respondents were not given the opportunity to specify regarding “other” responses in this question.)

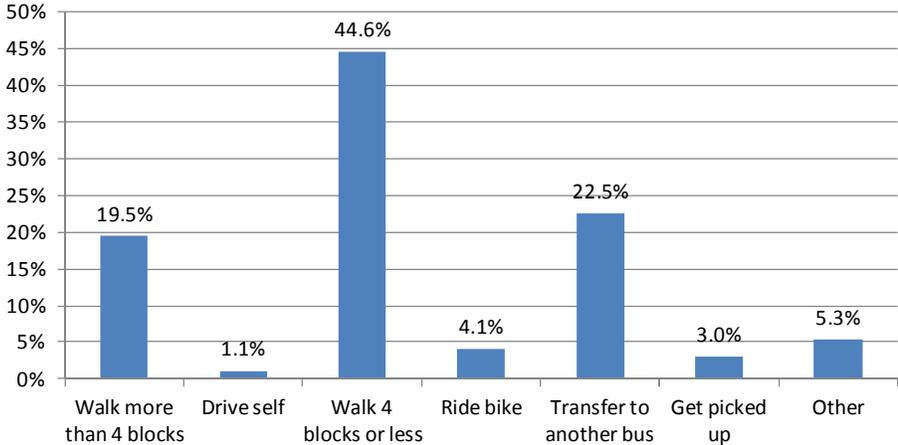
Exhibit A.5 Bus Stop Access



Question 6: How will you travel to your destination once you get off this bus?

More than 65 percent of respondents indicated they would walk to their final destination from the bus stop at which they alighted, with 44.6 citing a walk of four blocks or less. A significant share (nearly 23 percent) noted they would transfer to another bus in order to reach their final destination, which is also consistent with prior data regarding the incidence of transfers. (Note: Respondents were not given the opportunity to specify regarding “other” responses in this question.)

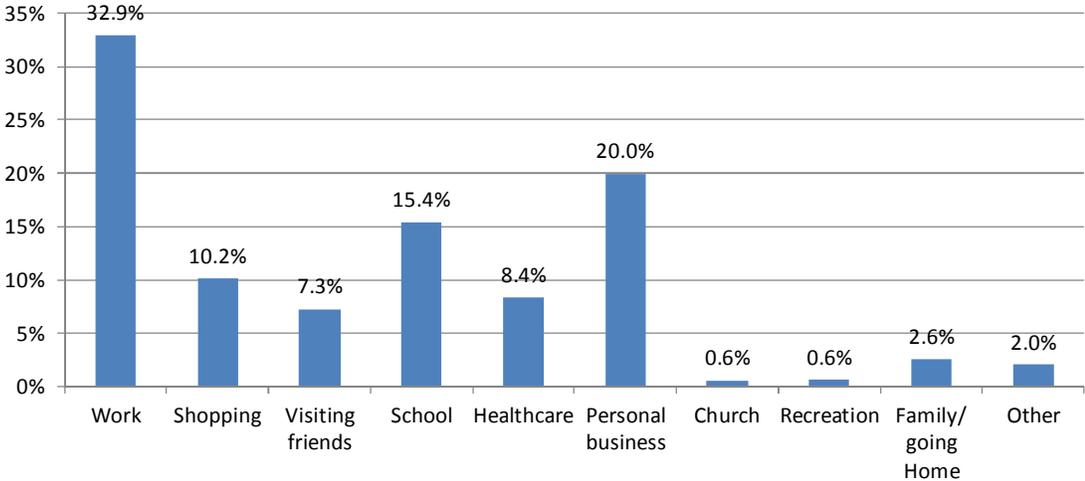
Exhibit A.6 Destination Access



Question 7: What is the primary purpose for this trip?

When asked to describe the primary purpose for the surveyed trip, the most frequently cited answer was “work” (32.9 percent), followed by “personal business” (20 percent) and “school” (15.4 percent). Many of the “other” responses (including “church,” various forms of recreation, and family or going home) were significant enough to be shown as stand-alone categories, as is reflected in Exhibit A.7.

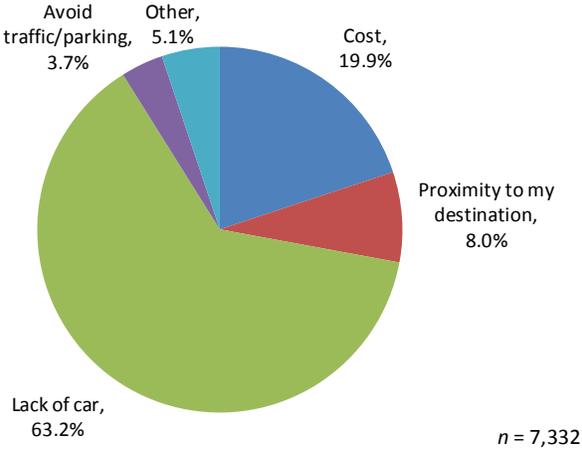
Exhibit A.7 Trip Purpose



Question 8: Why did you choose to ride Sun Tran for this trip?

Nearly two-thirds of respondents cited lack of a personal vehicle as the reason for using Sun Tran, demonstrating that many Sun Tran riders are transit-dependent. Cost was the primary factor for nearly 20 percent.

Exhibit A.8 Reason for Riding



A-7



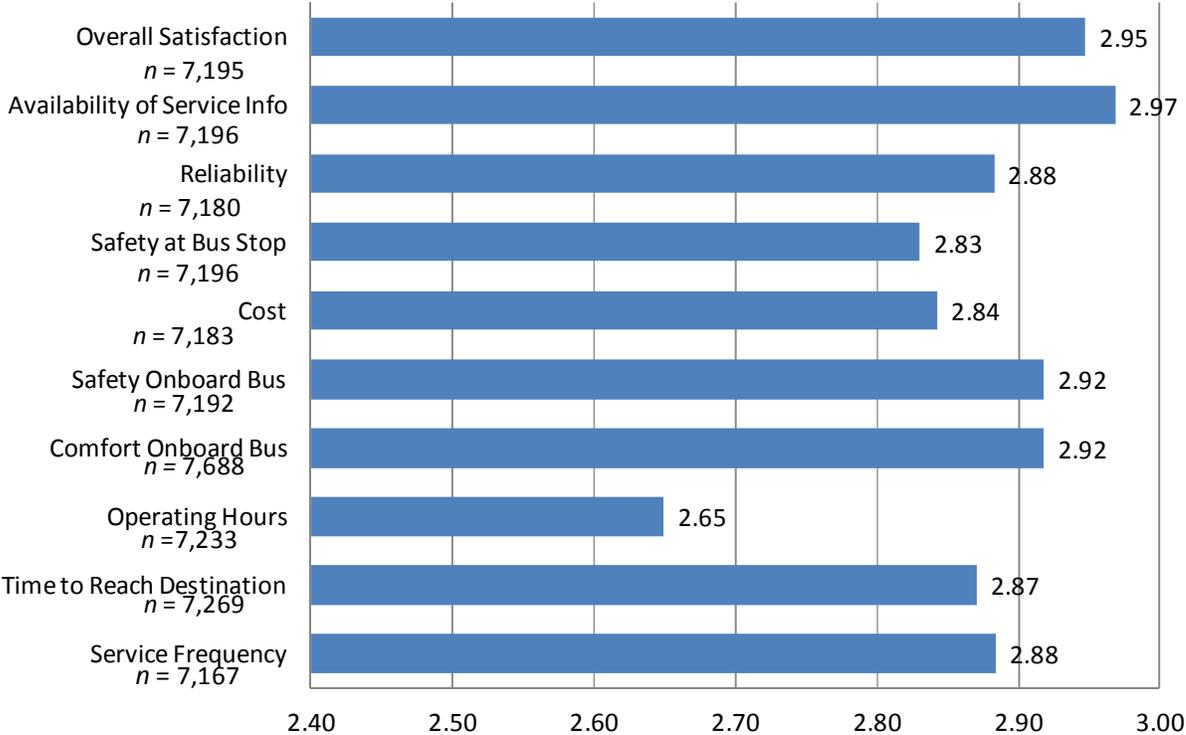
Section 2: Tell us about our service

Question 9: On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran service attributes.

Respondents were asked to rate Sun Tran’s service frequency, time it takes to reach their destination, operating hours, comfort and safety onboard the bus, cost, safety at the bus stop, reliability of service, and availability of service information, as well as give their overall satisfaction with the service. Surveyed riders gave an average overall system rating of 2.95 out of four, indicating a level of satisfaction equivalent to “good.”

The lowest-rated attribute was operating hours, which garnered a mean score of 2.65. The majority of ratings, however, were between 2.83 and 2.92. Interestingly, overall satisfaction was rated higher than any other attribute except availability of service information, which had a mean rating of 2.97.

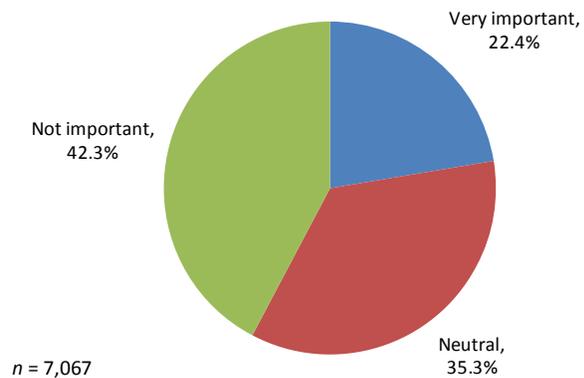
Exhibit A.9 Service Attribute Ratings



Question 10: On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran?

Cost was only rated as very important by just over 22 percent of respondents. This may be because riders feel the cost to ride Sun Tran is reasonable, or possibly because they have very limited mobility alternatives.

Exhibit A.10 Importance of Cost



Question 11: Select the service enhancement that is of most importance to you. (Select only one)

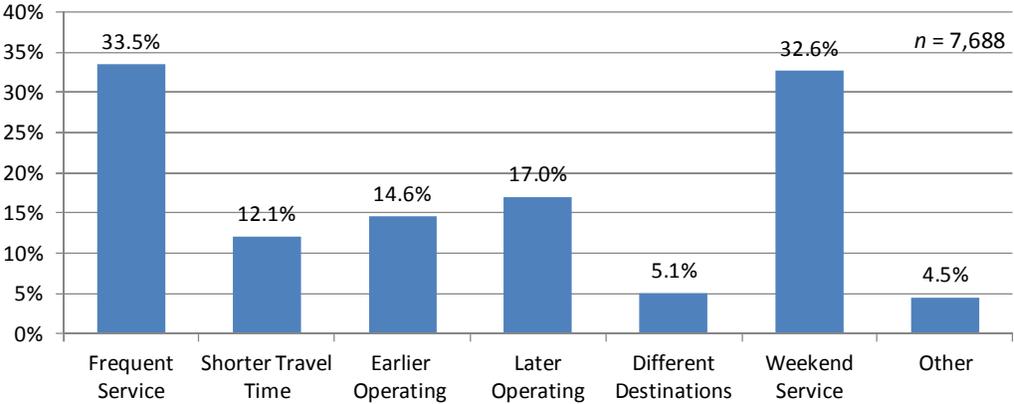
While respondents were instructed to select only one response, there were numerous incidences of multiple responses to this question. Consequently, percentages for each service enhancement represent the percentage of individuals citing each response, rather than the percentage of total responses. As such, totals are greater than the number of responses.

The most frequently cited service enhancements are more frequent service (33.5 percent of respondents) and more weekend service (32.5 percent). Slightly more than five percent indicated different destinations, suggesting a high level of satisfaction as to current Sun Tran routings.

Of those indicating different destination, among the most frequent responses were Houghton Road (6), River Road (5), Silverbell Road (5), Star Valley (3), Oro Valley (3), Speedway Blvd. (3), Nogales Highway (2), Prince Road (2), 22nd St (2), and Summit area (2).

The most frequent other response was lower fares, cited by 78 respondents. Twenty respondents selected other and commented that they were satisfied with the service the way it is.

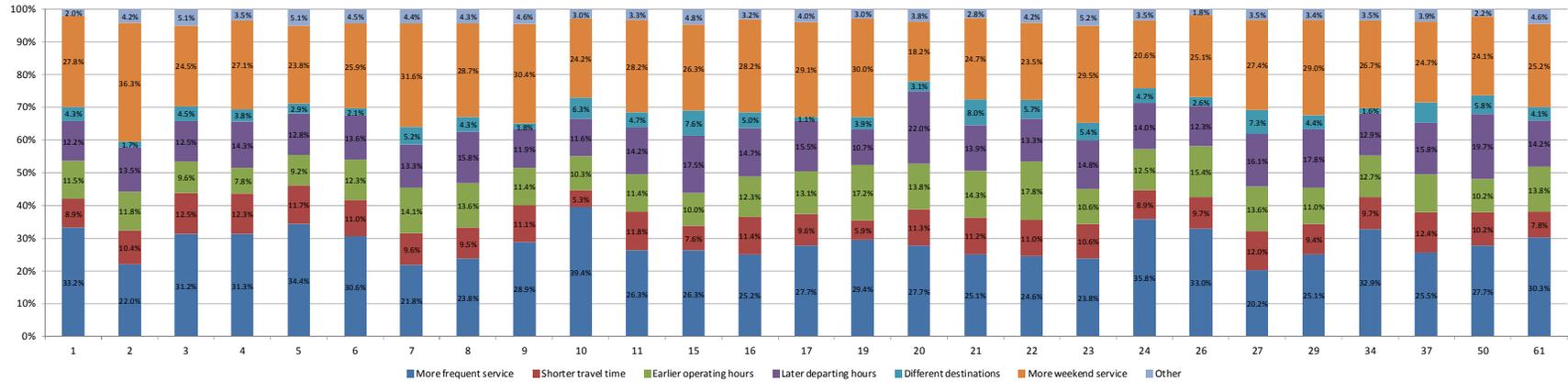
Exhibit A.11 Desired Service Enhancement



A cross-tabulation between route and desired service enhancement reveals different priorities for different routes. Route 10 (39.4 percent) and Route 24 (35.8 percent) demonstrated the greatest demand for more frequent service, while Route 3 (12.5 percent) and Route 37 (12.4 percent) saw the highest percentage of respondents desiring a shorter travel time. Route 26 (15.4 percent) and Route 20 and 61 (13.8 percent each) saw the greatest demand for earlier operating hours, while earlier operating hours desired on Route 20 (22 percent) and Route 50 (19.7 percent) more than any others. The greatest request for different destinations was from Route 21 (8.0 percent) and Route 15 (7.6 percent). Route 2 (36.3 percent) and Route 7 (31.6 percent) had the highest demand for more weekend service.



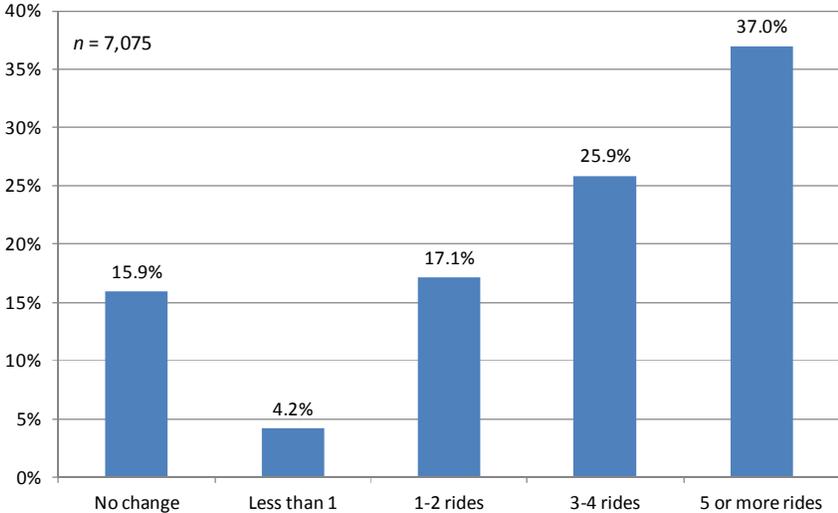
Exhibit A.12 Desired Service Enhancement versus Route



Question 12: How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?

Thirty-seven percent of respondents said they would make 5 or more additional trips per week if their selected service enhancement were implemented, with another nearly 26 percent estimating a 3-4 ride per week increase. Fewer than 15 percent indicated no change in their travel habits.

Exhibit A.13 Additional Rides if Desired Service Enhancement Implemented



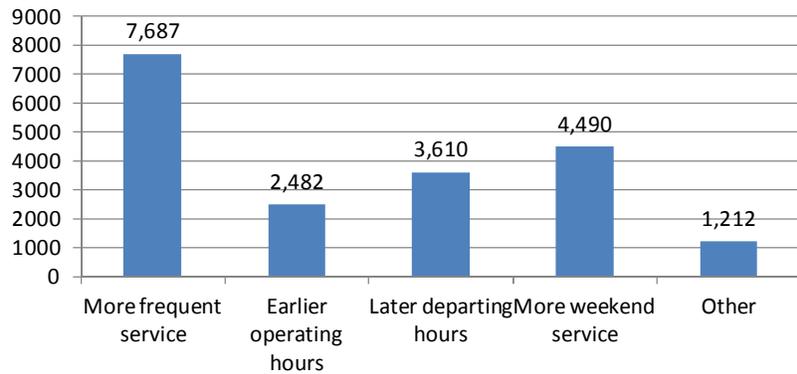
By assigning a value to each of the response categories in Question 12, we can estimate how many additional trips would be made each week if each of the service enhancements were introduced. Exhibit A.14 presents the values used to represent each category, while Exhibit A.15 quantifies the anticipated impact of each service enhancement in terms of additional rides per week.

Exhibit A.14 Values for Calculating Additional Rides

Category	Numerical Value
No change	0
Less than 1	0.75
1-2 rides	1.5
3-4 rides	3.5
5 or more rides	5



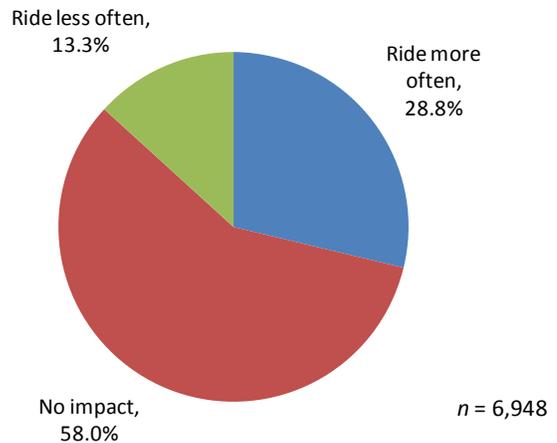
Exhibit A.15 Estimated Additional Rides Per Week by Service Enhancement



Question 13: What impact, if any, did the recent introduction of the SunGo smartcard have on your use of public transportation?

The majority of respondents (58 percent) said it had no impact, while nearly 29 percent said they ride more often. Slightly more than 13 percent said they ride less often following the introduction of the SunGo card.

Exhibit A.16 Impact of SunGo Smartcard on Transit Use

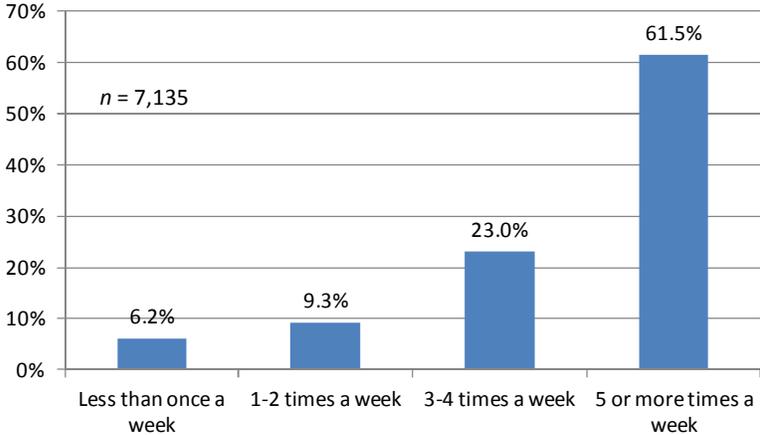


Section 3: Tell us about you

Question 14: How often do you ride Sun Tran?

A strong majority of respondents (84.5 percent) ride Sun Tran 3 or more times per week.

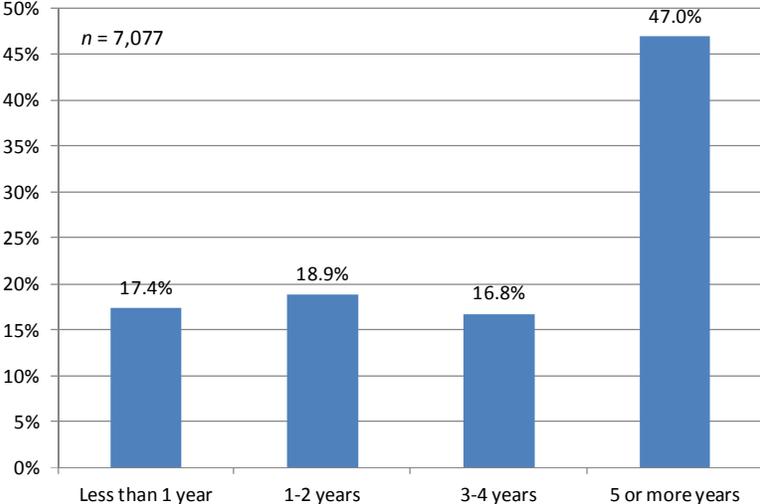
Exhibit A.17 Frequency of Usage



Question 15: How long have you been a Sun Tran rider?

Nearly half of respondents said they had been Sun Tran riders for five years or more. However, the fairly similar percentage of responses for each of the response option suggests that while more riders are attracted each year, many of them remain as long-term riders.

Exhibit A.18 Length of Patronage

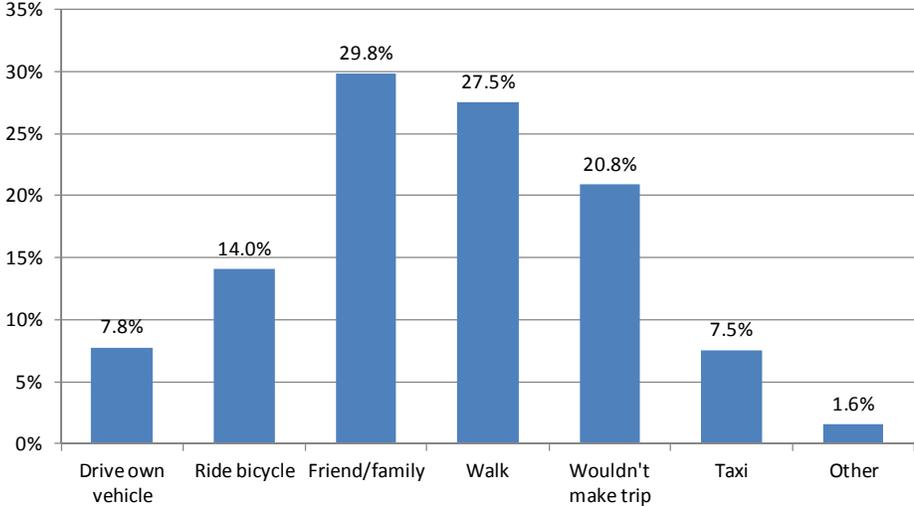


Question 16: How would you have made this trip if Sun Tran was not available?

While respondents were instructed to select only one response, there were several incidences of multiple responses to this question. Consequently, percentages for each alternative to Sun Tran represent the percentage of individuals citing each response, rather than the percentage of total responses. As such, totals are greater than the number of responses.

Riding with a friend or family member was the most frequent response (29.8 percent), followed closely by walking (27.5 percent). Driving was not an option for many respondents, as only 7.8 percent cited it as an alternative. Nearly 21 percent said they would not make the trip if Sun Tran were not available.

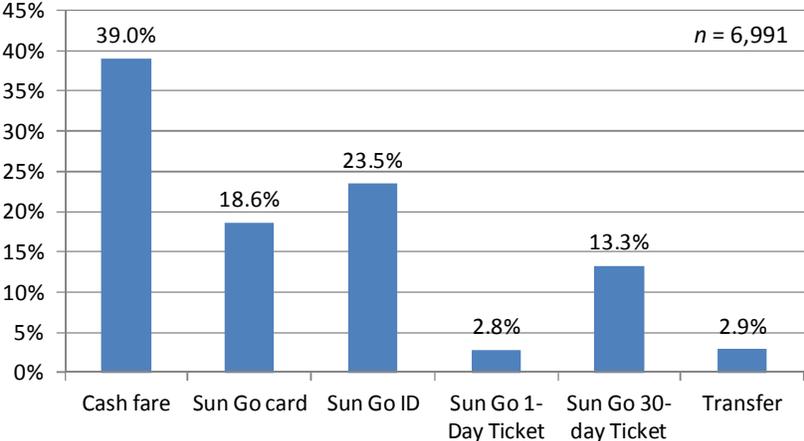
Exhibit A.19 Alternatives to Sun Tran



Question 17: How do you typically pay for your Sun Tran ride?

Cash was the most popular fare option (39 percent), followed by a SunGo ID (23.5 percent). The regular SunGo card was only cited by 18.6 percent of respondents. Fewer than 14 percent pay with a 30-day ticket. Despite the value and convenience offered by the various passes available on the SunGo card, cash still remains a preferred payment option.

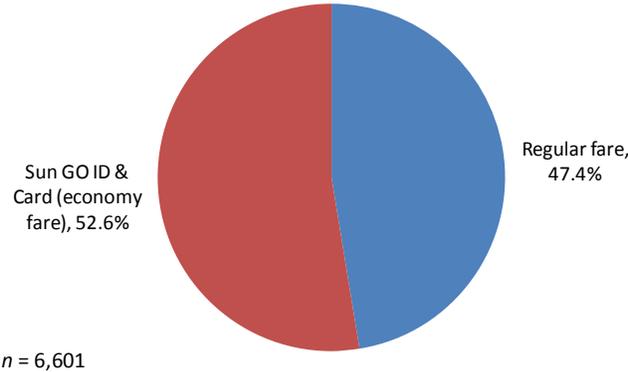
Exhibit A.20 Typical Fare Payment



Question 18: Which fare category applies to you?

More than half of respondents (52.6 percent) cited traveling for a reduced fare. This suggests a high level of Sun Tran ridership by economically disadvantaged, senior, and disabled residents.

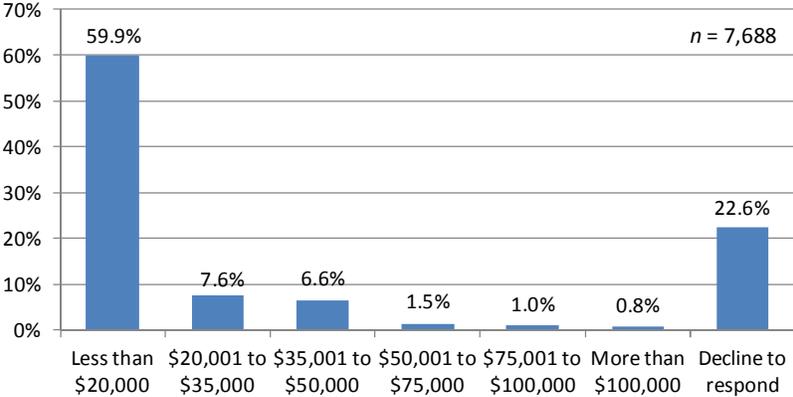
Exhibit A.21 Fare Category



Question 19: What is your approximate annual household income?

Sixty percent of respondents cited an annual household income of less than \$20,000. This is consistent with the top two reasons for riding Sun Tran being lack of access to a personal vehicle and cost as well as the high incidence of economy fare use.

Exhibit A.22 Annual Household Income

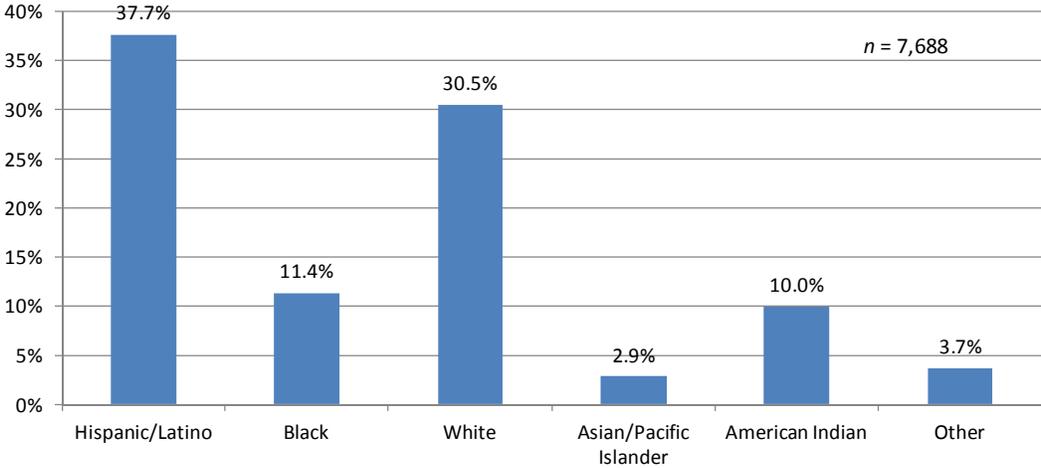


Question 20: Are you... [Respondents were asked to describe their race]

Nearly 38 percent of respondents identified themselves as Hispanic or Latino. This is consistent with Census 2010 data, wherein 41.6 of Tucson residents identified themselves as Hispanic or Latino. Just over 30 percent identified themselves as White, which is not consistent with Census 2010, where 47.2 percent of residents identified as White alone. More than 11 percent of respondents identified as Black, as compared to the 4.5 percent of Tucson residents that identify as Black or African-American.¹

Survey respondents were more likely than the general Tucson population to identify as American Indian. Ten percent of respondents identified themselves as American Indian, as compared to the less than three percent of the general Tucson population identifying themselves as American Indian/Alaskan Native.

Exhibit A.23 Rider Ethnicity



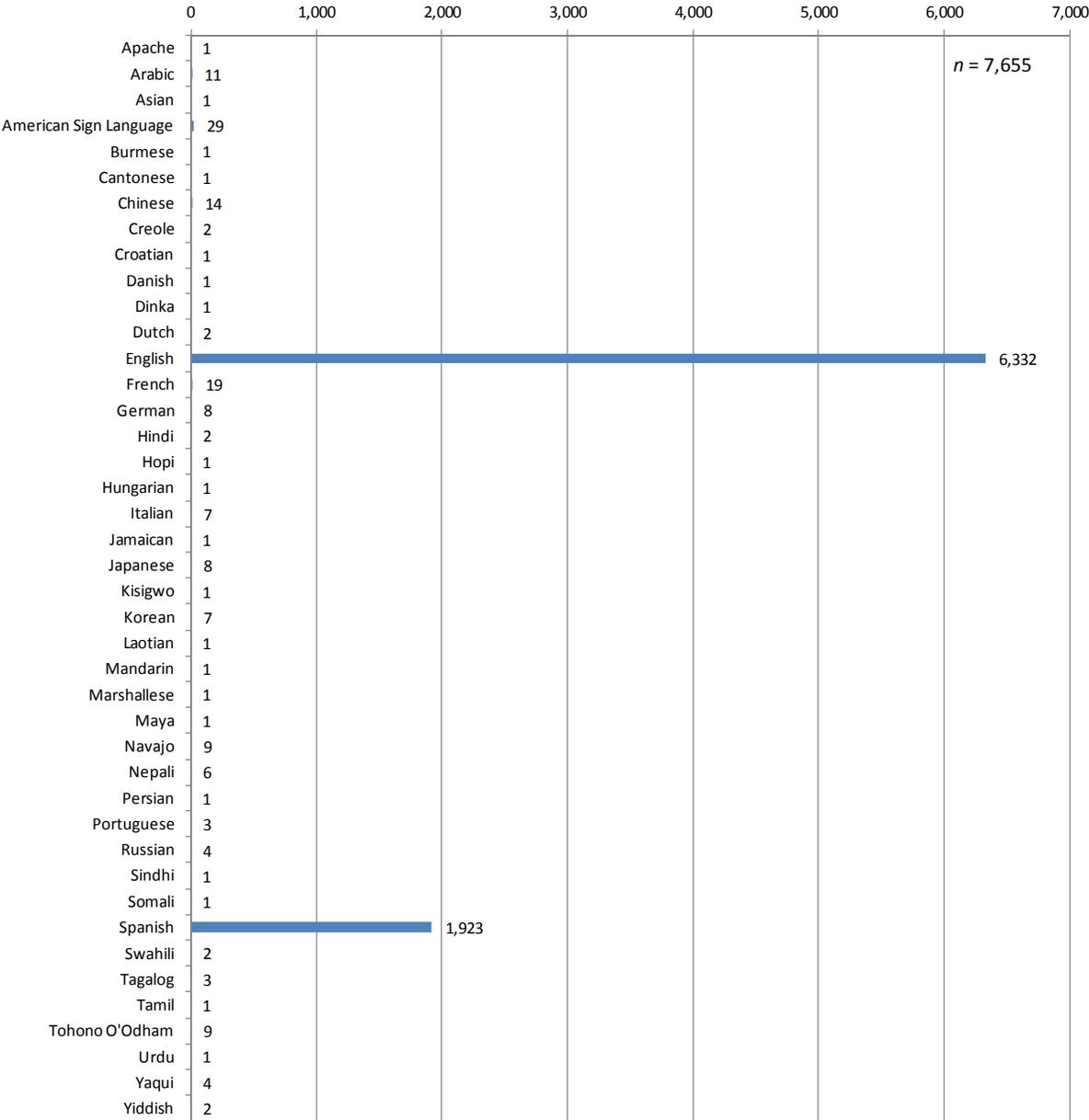
¹ Note: Given respondents were allowed to select more than one answer, as many individuals identify with more than one race, the proportions of respondents indicating each race add up to more than 100 percent.



Question 21: Please indicate which languages are spoken in your home.

Most respondents (82.4 percent) reported speaking English at home, although 25 percent spoke Spanish. Three percent reported speaking some other language at home, either alone or in addition to English and/or Spanish.² The languages cited by Sun Tran respondents are presented in Exhibit A.24.

Exhibit A.24 Language Spoken at Home



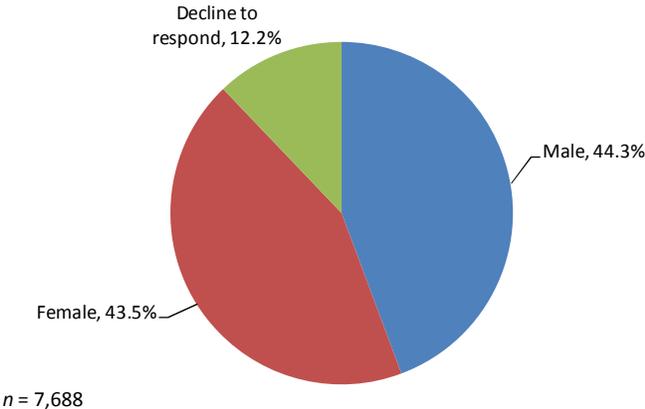
² Note: Given respondents were allowed to select more than one answer, as more than one language is spoken in some households, the proportions of respondents speaking each language add up to more than 100 percent.



Question 22: What is your gender?

Approximately 44 percent of respondents identified as male, while 43.5 percent identified as female. More than 12 percent of respondents declined to indicate their gender. Given Census 2010 estimates Tucson’s general population to be equally divided between male and female, our sample is largely reflective of the actual population of the Tucson metropolitan area. However, the presence of a significant number of “decline to respond” answers presents a large margin of error that could skew the results in one direction or the other.

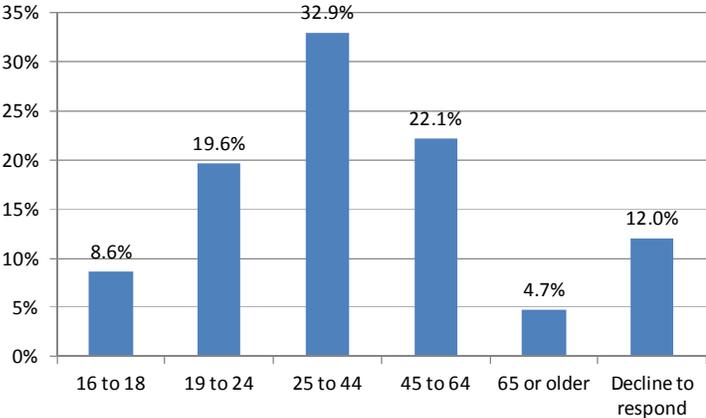
Exhibit A.25 Gender



Question 23: What is your age?

The largest share of respondents (32.9 percent) reported being 25 to 44 years old, followed by those indicating they were 45 to 64 years old (22.1 percent) and 19 to 24 years old (19.6 percent). Relatively few individuals under 18 or over 65 were represented in the sample. Adults age 19 to 44 are somewhat oversampled when compared to the demographics of the Tucson region as a whole.

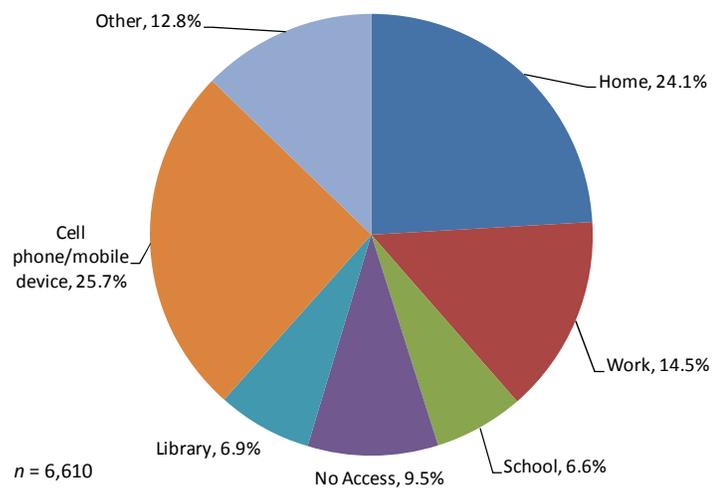
Exhibit A.26 Age



Question 24: What is your most common source of information about Sun Tran services?

A high percentage of respondents get Sun Tran service information either from their cell phone/mobile device or at home. However, for the most part these responses do not distinguish between information sources, only where they are accessed. A number of those selecting other indicated use of the Internet or printed schedules, which did not necessarily fit into one of the categories provided as response options in Question 24. A notable number of respondents (8.2 percent) said they did not have access to service information.

Exhibit A.27 Typical Information Source



Question 25: What is your home zip code?

More than 97 percent of Sun Tran riders cited a home zip code from within Pima County. The top ten most frequently cited zip codes are:

- 85705 – 13.7 percent (Tucson, Flowing Wells)
- 85713 – 11.2 percent (Tucson, Tucson Estates, South Tucson)
- 85706 – 9.8 percent (Tucson north of airport, south of I-10/I-19 junction)
- 85711 – 7.7 percent (Tucson east of downtown)
- 85716 – 6.6 percent (Tucson, Catalina Foothills)
- 85719 – 6.2 percent (Tucson west of downtown, including University of Arizona)
- 85745 – 6.1 percent (Tucson, Pima County west of I-10)
- 85712 – 5.8 percent (northeast Tucson, Catalina Foothills)
- 85710 – 4.2 percent (east Tucson)
- 85746 – 4.0 percent (southwest Tucson, Drexel Heights)



Exhibit A.28 Home ZIP Code

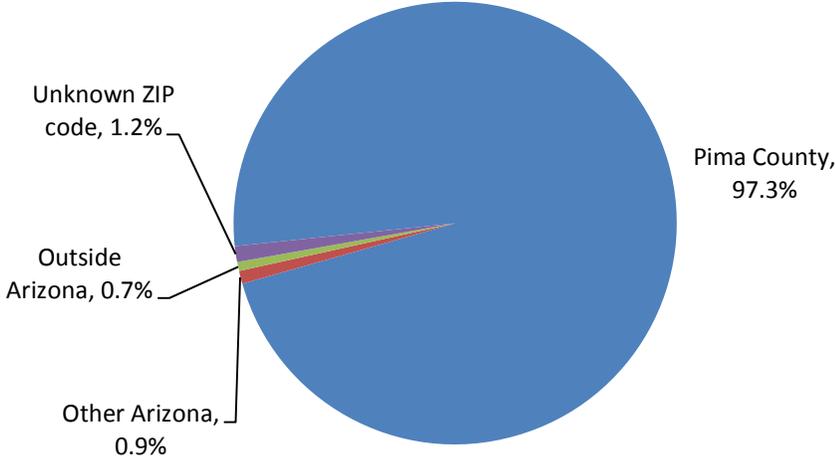


Exhibit A.29 Top 20 Pima County ZIP Codes

ZIP Code	Percent of Pima County ZIP codes
85705	13.7%
85713	11.2%
85706	9.8%
85711	7.7%
85716	6.6%
85719	6.2%
85745	6.1%
85712	5.8%
85710	4.2%
85746	4.0%
85714	3.3%
85730	2.6%
85701	2.1%
85757	1.7%
85756	1.4%
85704	1.4%
85715	1.2%
85741	1.1%
85748	0.6%
85718	0.5%



Question 26: Are you employed?

The majority (56.4 percent) of Sun Tran riders report being employed either full-time (31.4 percent) or part-time (25 percent). More than one-third describe themselves as unemployed, while just over seven percent are retired. Those who are unemployed or employed part-time are most likely to also be students, as seen in Exhibit A.31.

Exhibit A.30 Employment Status

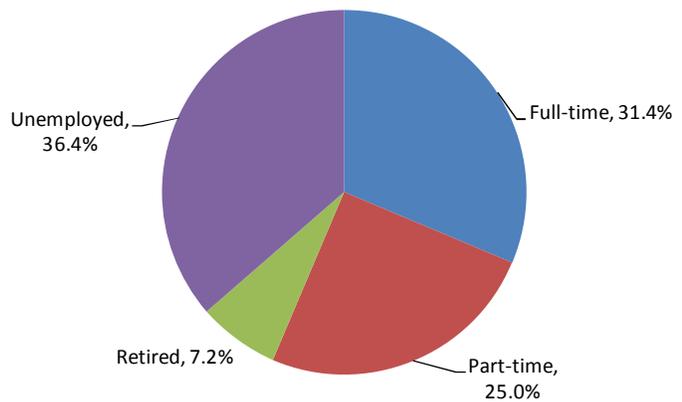
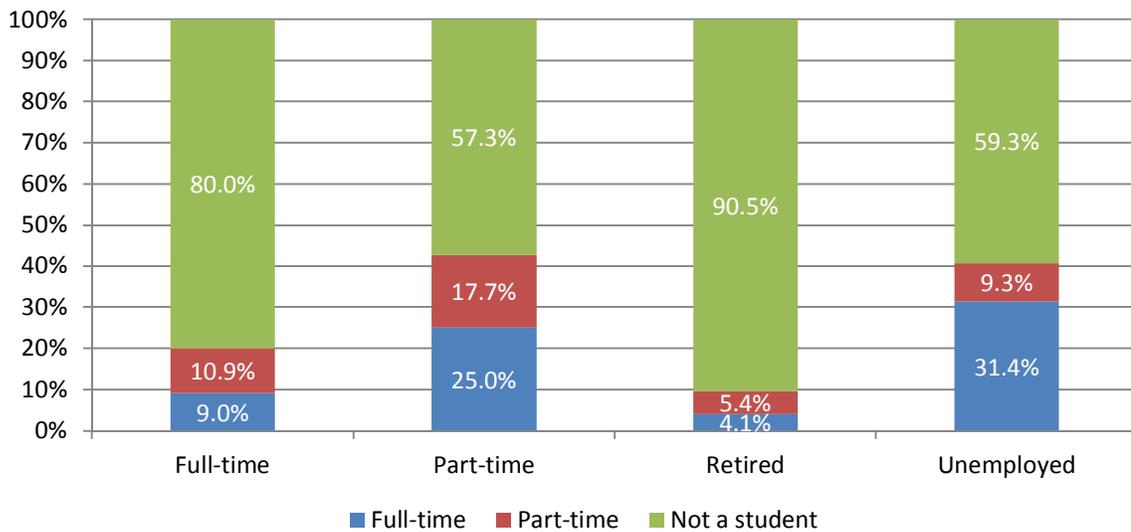


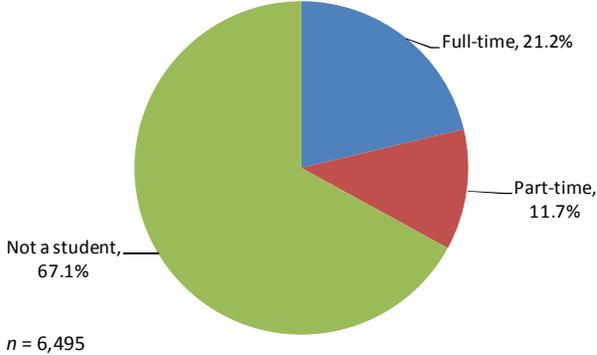
Exhibit A.31 Employment Status versus Student Status



Question 27: Are you a student?

One-third of respondents indicated being a student, either full-time (21.2 percent) or part-time (11.7 percent). This is not surprising, given Sun Tran serves the University of Arizona, four Pima Community College campuses, and numerous secondary schools throughout Tucson.

Exhibit A.X32 Student Status



Simple Frequencies

Note: Percentages are rounded, which may result in some inconsistencies in the percentage totals.

Survey Response Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	7252	94.3	94.3	94.3
	Spanish	436	5.7	5.7	100.0
	Total	7688	100.0	100.0	

Survey Version

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Version A	2315	30.1	30.1	30.1
	Version B	3121	40.6	40.6	70.7
	Version C	2252	29.3	29.3	100.0
	Total	7688	100.0	100.0	

Q1. Date

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		460	6.0	6.0	6.0
	9/11/2013	139	1.8	1.8	7.8
	9/12/2013	309	4.0	4.0	11.8
	9/13/2013	262	3.4	3.4	15.2
	9/18/2013	1122	14.6	14.6	29.8
	9/19/2013	591	7.7	7.7	37.5
	9/20/2013	1033	13.4	13.4	50.9
	9/21/2013	1031	13.4	13.4	64.3
	9/22/2013	473	6.2	6.2	70.5
	9/24/2013	936	12.2	12.2	82.7
	9/25/2013	658	8.6	8.6	91.2
	9/26/2013	440	5.7	5.7	97.0
	9/27/2013	234	3.0	3.0	100.0
	Total	7688	100.0	100.0	



Q4, Does this trip include a transfer to/from another Sun Tran service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4227	55.0	58.0	58.0
	No	3063	39.8	42.0	100.0
	Total	7290	94.8	100.0	
Missing	System	398	5.2		
Total		7688	100.0		

Q5. How did you get to the bus stop for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walked more than 4 blocks	1537	20.0	20.5	20.5
	Drove self	102	1.3	1.4	21.8
	Walked 4 blocks or less	3385	44.0	45.1	67.0
	Rode bike	285	3.7	3.8	70.7
	Transfer from another bus	1539	20.0	20.5	91.3
	Dropped off	311	4.0	4.1	95.4
	Other	345	4.5	4.6	100.0
	Total	7504	97.6	100.0	
Missing	System	184	2.4		
Total		7688	100.0		

Q6 How will you travel to your destination once you get off this bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk more than 4 blocks	1458	19.0	19.5	19.5
	Drive self	83	1.1	1.1	20.6
	Walk 4 blocks or less	3337	43.4	44.6	65.1
	Ride bike	306	4.0	4.1	69.2
	Transfer to another bus	1686	21.9	22.5	91.7
	Get picked up	223	2.9	3.0	94.7
	Other	396	5.2	5.3	100.0
	Total	7489	97.4	100.0	
Missing	System	199	2.6		
Total		7688	100.0		



Q7. What is your primary purpose for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Work	2456	31.9	32.9	32.9
	Shopping	759	9.9	10.2	43.0
	Visiting friends	546	7.1	7.3	50.3
	School	1154	15.0	15.4	65.8
	Healthcare	626	8.1	8.4	74.1
	Personal business	1396	18.2	18.7	92.8
	Other	537	7.0	7.2	100.0
	Total	7474	97.2	100.0	
Missing	System	214	2.8		
Total		7688	100.0		

Q7.Other What is your primary purpose for this trip? (Other – specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		7295	94.9	94.9	94.9
	BABYSITTING	3	.0	.0	94.9
	BANK	10	.1	.1	95.1
	BILLS	9	.1	.1	95.2
	BUS CARD	5	.1	.1	95.2
	CAR PROBLEMS	4	.1	.1	95.3
	CASINO	19	.2	.2	95.5
	CHURCH	44	.6	.6	96.1
	COURT	9	.1	.1	96.2
	DES	4	.1	.1	96.3
	DMV	2	.0	.0	96.3
	ENTERTAINMENT	5	.1	.1	96.4
	EXERCISE	12	.2	.2	96.5
	FAMILY	44	.6	.6	97.1
	GOING HOME	149	1.9	1.9	99.0
	HAIRCUT	6	.1	.1	99.1
	INTERVIEWS	4	.1	.1	99.2
	LIBRARY	22	.3	.3	99.5
	MEETING	9	.1	.1	99.6
	OUT TO EAT	22	.3	.3	99.9
	SITE SEEING	2	.0	.0	99.9
	VOLUNTEER	5	.1	.1	99.9



WORKSHOP	4	.1	.1	100.0
Total	7688	100.0	100.0	

Q8. Why did you choose to ride Sun Tran for this trip?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cost	1458	19.0	19.9	19.9
Proximity to my destination	587	7.6	8.0	27.9
Lack of car	4636	60.3	63.2	91.1
Avoid traffic/parking	274	3.6	3.7	94.9
Other	377	4.9	5.1	100.0
Total	7332	95.4	100.0	
Missing System	356	4.6		
Total	7688	100.0		

Q8.Other Why did you choose to ride Sun Tran for this trip? (Other – specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7453	96.9	96.9	96.9
ALWAYS RIDE THE BUS	6	.1	.1	97.0
APPOINTMENT	2	.0	.0	97.0
CANNOT DRIVE	57	.7	.7	97.8
CONVENIENCE	41	.5	.5	98.3
DISABLED	18	.2	.2	98.6
ENVIRONMENT	10	.1	.1	98.7
EXERCISE	1	.0	.0	98.7
GAS PRICES	2	.0	.0	98.7
GOING HOME	3	.0	.0	98.8
ONLY TRANSPORTATION	88	1.1	1.1	99.9
SCHOOL	7	.1	.1	100.0
Total	7688	100.0	100.0	

Q9a. On a scale of 1 to 4, rate the following Sun Tran service attributes – Service Frequency

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Poor	852	11.1	11.7	11.7
Fair	1436	18.7	19.8	31.5
Good	2686	34.9	37.0	68.4
Excellent	2295	29.9	31.6	100.0
Total	7269	94.5	100.0	
Missing System	419	5.5		



Total	7688	100.0		
-------	------	-------	--	--

Q9b. On a scale of 1 to 4, rate the following Sun Tran service attributes – Time it Takes to Reach Destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	750	9.8	10.4	10.4
	Fair	1534	20.0	21.2	31.6
	Good	2854	37.1	39.5	71.0
	Excellent	2095	27.3	29.0	100.0
	Total	7233	94.1	100.0	
Missing	System	455	5.9		
Total		7688	100.0		

Q9c. On a scale of 1 to 4, rate the following Sun Tran service attributes – Operating Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1358	17.7	18.9	18.9
	Fair	1685	21.9	23.5	42.5
	Good	2237	29.1	31.2	73.7
	Excellent	1887	24.5	26.3	100.0
	Total	7167	93.2	100.0	
Missing	System	521	6.8		
Total		7688	100.0		

Q9d. On a scale of 1 to 4, rate the following Sun Tran service attributes – Comfort Onboard Bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	751	9.8	10.4	10.4
	Fair	1392	18.1	19.3	29.8
	Good	2749	35.8	38.2	68.0
	Excellent	2304	30.0	32.0	100.0
	Total	7196	93.6	100.0	
Missing	System	492	6.4		
Total		7688	100.0		

Q9e. On a scale of 1 to 4, rate the following Sun Tran service attributes – Safety Onboard Bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	722	9.4	10.0	10.0
	Fair	1168	15.2	16.2	26.3
	Good	2689	35.0	37.4	63.6



	Excellent	2616	34.0	36.4	100.0
	Total	7195	93.6	100.0	
Missing	System	493	6.4		
Total		7688	100.0		

Q9f. On a scale of 1 to 4, rate the following Sun Tran service attributes – Cost to Ride

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	986	12.8	13.7	13.7
	Fair	1546	20.1	21.5	35.2
	Good	2274	29.6	31.6	66.8
	Excellent	2385	31.0	33.2	100.0
	Total	7191	93.5	100.0	
Missing	System	497	6.5		
Total		7688	100.0		

Q9g. On a scale of 1 to 4, rate the following Sun Tran service attributes – Safety at Bus Stop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	922	12.0	12.8	12.8
	Fair	1513	19.7	21.0	33.9
	Good	2621	34.1	36.4	70.3
	Excellent	2136	27.8	29.7	100.0
	Total	7192	93.5	100.0	
Missing	System	496	6.5		
Total		7688	100.0		

Q9h. On a scale of 1 to 4, rate the following Sun Tran service attributes – Reliability of Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	815	10.6	11.3	11.3
	Fair	1426	18.5	19.9	31.2
	Good	2729	35.5	38.0	69.2
	Excellent	2213	28.8	30.8	100.0
	Total	7183	93.4	100.0	
Missing	System	505	6.6		
Total		7688	100.0		



Q9i. On a scale of 1 to 4, rate the following Sun Tran service attributes – Availability of Sun Tran Service Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	785	10.2	10.9	10.9
	Fair	1220	15.9	17.0	27.9
	Good	2615	34.0	36.4	64.3
	Excellent	2560	33.3	35.7	100.0
	Total	7180	93.4	100.0	
Missing	System	508	6.6		
Total		7688	100.0		

Q9j. On a scale of 1 to 4, rate the following Sun Tran service attributes – Overall Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	724	9.4	10.1	10.1
	Fair	1190	15.5	16.5	26.6
	Good	3022	39.3	42.0	68.6
	Excellent	2260	29.4	31.4	100.0
	Total	7196	93.6	100.0	
Missing	System	492	6.4		
Total		7688	100.0		

Q10. On a scale of 1 to 3, how important is cost in making your decision to ride Sun Tran?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	3744	48.7	53.0	53.0
	Neutral	2159	28.1	30.6	83.5
	Not important	1164	15.1	16.5	100.0
	Total	7067	91.9	100.0	
Missing	System	621	8.1		
Total		7688	100.0		

Q11. Select the service enhancement that is of the most importance to you.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More frequent service	2,574	33.5	100.0	100.0
Missing	System	5,114	66.5		
Total		7,688	100.0		



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shorter travel time	931	12.1	100.0	100.0
Missing	System	6,757	87.9		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Earlier operating hours	1,125	14.6	100.0	100.0
Missing	System	6,563	85.4		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Later departing hours	1,305	17.0	100.0	100.0
Missing	System	6,383	83.0		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Different destinations	391	5.1	100.0	100.0
Missing	System	7,297	94.9		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More weekend service	2,503	32.6	100.0	100.0
Missing	System	5,185	67.4		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	349	4.5	100.0	100.0
Missing	System	7,339	95.5		
Total		7,688	100.0		



Q11.Other Select the service enhancement that is of the most importance to you. – Other (specify).

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7,417	96.5	96.5	96.5
24 HOUR SERVICE	19	0.2	0.2	96.7
BETTER COSTUMER SERVICE	5	0.1	0.1	96.8
BETTER DRIVERS	9	0.1	0.1	96.9
BETTER TRANSFER CONNECTIONS	9	0.1	0.1	97.0
BETTER TRANSFER SERVICES	9	0.1	0.1	97.1
DAY PASSES MORE ACCESSIBLE	4	0.1	0.1	97.2
EXTENDED EXPRESS SERVICE	3	0.0	0.0	97.2
FIX AND IMPROVE SUNGO SYSTEM	9	0.1	0.1	97.3
IMPROVE BUS STOPS	14	0.2	0.2	97.5
IMPROVE EQUIPMENT ON BUSES	26	0.3	0.3	97.9
IMPROVED ONTIME PERFORMANCE	33	0.4	0.4	98.3
LOWER FARES	78	1.0	1.0	99.3
MORE ACCESSIBLE STOPS	12	0.2	0.2	99.5
MORE BIKE RACKS ON BUS	5	0.1	0.1	99.5
MORE EXPRESS BUSES	2	0.0	0.0	99.6
MORE SECURITY	11	0.1	0.1	99.7
SATISFIED AS IS	20	0.3	0.3	100.0
WAIT FOR PASSENGERS	3	0.0	0.0	100.0
Total	7,688	100.0	100.0	

Q12. How many additional rides would you make each week if the service enhancement you selected in the previous question was made?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No change	1,124	14.6	15.9	15.9
	Less than 1	295	3.8	4.2	20.1
	1-2 rides	1,211	15.8	17.1	37.2
	3-4 rides	1,830	23.8	25.9	63.0
	5 or more rides	2,615	34.0	37.0	100.0
	Total	7,075	92.0	100.0	
Missing	System	613	8.0		
Total		7,688	100.0		



Q13. What impact, if any, did the recent introduction of the SunGo smartcard have on your use of public transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride more often	1,999	26.0	28.8	28.8
	No impact	4,028	52.4	58.0	86.7
	Ride less often	921	12.0	13.3	100.0
	Total	6,948	90.4	100.0	
Missing	System	740	9.6		
Total		7,688	100.0		

Q14. How often do you ride Sun Tran?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a week	443	5.8	6.2	6.2
	1-2 times a week	663	8.6	9.3	15.5
	3-4 times a week	1,643	21.4	23.0	38.5
	5 or more times a week	4,386	57.0	61.5	100.0
	Total	7,135	92.8	100.0	
Missing	System	553	7.2		
Total		7,688	100.0		

Q15. How long have you been a Sun Tran rider?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	1,231	16.0	17.4	17.4
	1-2 years	1,337	17.4	18.9	36.3
	3-4 years	1,186	15.4	16.8	53.0
	5 or more years	3,323	43.2	47.0	100.0
	Total	7,077	92.1	100.0	
Missing	System	611	7.9		
Total		7,688	100.0		

Q16. How would you have made this trip if Sun Tran was not available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive own vehicle	597	7.8	100.0	100.0
Missing	System	7,091	92.2		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride bicycle	1,077	14.0	100.0	100.0
Missing	System	6,611	86.0		
Total		7,688	100.0		



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friend/family member	2,292	29.8	100.0	100.0
Missing	System	5,396	70.2		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk	2,116	27.5	100.0	100.0
Missing	System	5,572	72.5		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wouldn't make trip	1,602	20.8	100.0	100.0
Missing	System	6,086	79.2		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taxi	579	7.5	100.0	100.0
Missing	System	7,109	92.5		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	120	1.6	100.0	100.0
Missing	System	7,568	98.4		
Total		7,688	100.0		

Q16.Other How would you have made this trip if Sun Tran was not available? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		7,650	99.5	99.5	99.5
	BIKE	2	0.0	0.0	99.5
	MOTORCYCLE	1	0.0	0.0	99.5
	RUN	1	0.0	0.0	99.6
	SCHOOL BUS	4	0.1	0.1	99.6
	SKATEBOARD	10	0.1	0.1	99.7
	WHEELCHAIR	1	0.0	0.0	99.8
	WOULD USE ANOTHER SERVICE	19	0.2	0.2	100.0
	Total	7,688	100.0	100.0	



Q17. How do you typically pay for your Sun Tran ride?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash fare	2,723	35.4	39.0	39.0
	Sun Go card	1,299	16.9	18.6	57.5
	Sun Go ID	1,643	21.4	23.5	81.0
	Sun Go 1-Day Ticket	194	2.5	2.8	83.8
	Sun Go 30-day Ticket	930	12.1	13.3	97.1
	Transfer	202	2.6	2.9	100.0
	Total	6,991	90.9	100.0	
Missing	System	697	9.1		
Total		7,688	100.0		

Q18. Which fare category applies to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regular fare	3,129	40.7	47.4	47.4
	Sun GO ID & Card (economy fare)	3,472	45.2	52.6	100.0
	Total	6,601	85.9	100.0	
Missing	System	1,087	14.1		
Total		7,688	100.0		

Q19. What is your approximate annual household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$20,000	4,603	59.9	59.9	59.9
	\$20,001 to \$35,000	586	7.6	7.6	67.5
	\$35,001 to \$50,000	505	6.6	6.6	74.1
	\$50,001 to \$75,000	114	1.5	1.5	75.5
	\$75,001 to \$100,000	77	1.0	1.0	76.5
	More than \$100,000	62	0.8	0.8	77.4
	Decline to respond	1,741	22.6	22.6	100.0
Total		7,688	100.0	100.0	

Q20. Are you...?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	2,900	37.7	100.0	100.0
Missing	System	4,788	62.3		
Total		7,688	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black	880	11.4	100.0	100.0
Missing	System	6,808	88.6		
Total		7,688	100.0		



	Frequency	Percent	Valid Percent	Cumulative Percent
Valid White	2,341	30.5	100.0	100.0
Missing System	5,347	69.5		
Total	7,688	100.0		
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Asian/Pacific Islander	224	2.9	100.0	100.0
Missing System	7,464	97.1		
Total	7,688	100.0		
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid American Indian	772	10.0	100.0	100.0
Missing System	6,916	90.0		
Total	7,688	100.0		
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Other	287	3.7	100.0	100.0
Missing System	7,401	96.3		
Total	7,688	100.0		

Q21. Please indicate which languages are spoken in your home.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	6,332	82.4	100.0	100.0
Missing System	1,356	17.6		
Total	7,688	100.0		
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Spanish	1,923	25.0	100.0	100.0
Missing System	5,765	75.0		
Total	7,688	100.0		
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Other	232	3.0	87.5	87.5
Decline to respond	33	0.4	12.5	100.0
Total	265	3.4	100.0	
Missing System	7,423	96.6		
Total	7,688	100.0		



Q21.Other Please indicate which languages are spoken in your home. – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7,517	97.8	97.8	97.8
APACHE	1	0.0	0.0	97.8
ARABIC	11	0.1	0.1	97.9
ASIAN	1	0.0	0.0	97.9
ASL	29	0.4	0.4	98.3
BURMESE	1	0.0	0.0	98.3
CANTONESE	1	0.0	0.0	98.3
CHINESE	14	0.2	0.2	98.5
CREOLE	2	0.0	0.0	98.6
CROATIAN	1	0.0	0.0	98.6
DANISH	1	0.0	0.0	98.6
DINKA	1	0.0	0.0	98.6
DUTCH	2	0.0	0.0	98.6
FRENCH	19	0.2	0.2	98.9
GERMAN	8	0.1	0.1	99.0
HINDU	2	0.0	0.0	99.0
HOPI	1	0.0	0.0	99.0
HUNGARIAN	1	0.0	0.0	99.0
ITALIAN	7	0.1	0.1	99.1
JAMAICAN	1	0.0	0.0	99.1
JAPANESE	8	0.1	0.1	99.2
KISIGWO	1	0.0	0.0	99.2
KOREAN	7	0.1	0.1	99.3
LAOTION	1	0.0	0.0	99.3
MANDARIN	1	0.0	0.0	99.4
MARSHALLES	1	0.0	0.0	99.4
MAYA	1	0.0	0.0	99.4
NAVAJO	9	0.1	0.1	99.5
NEPALI	6	0.1	0.1	99.6
PERSIAN	1	0.0	0.0	99.6
PORTUGUESE	3	0.0	0.0	99.6
RUSSIAN	4	0.1	0.1	99.7
SINDHI	1	0.0	0.0	99.7
SOMALI	1	0.0	0.0	99.7
SWAHILI	2	0.0	0.0	99.7
TAGALOG	3	0.0	0.0	99.8
TAMIL	1	0.0	0.0	99.8
TOHONO O'ODHAM	9	0.1	0.1	99.9
URDU	1	0.0	0.0	99.9
YAQUI	4	0.1	0.1	100.0
YIDDISH	2	0.0	0.0	100.0
Total	7,688	100.0	100.0	



Q22. What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	3,407	44.3	44.3	44.3
	Female	3,346	43.5	43.5	87.8
	Decline to respond	935	12.2	12.2	100.0
	Total	7,688	100.0	100.0	

Q23. What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 to 18	664	8.6	8.6	8.6
	19 to 24	1,505	19.6	19.6	28.2
	25 to 44	2,530	32.9	32.9	61.1
	45 to 64	1,701	22.1	22.1	83.2
	65 or older	363	4.7	4.7	88.0
	Decline to respond	925	12.0	12.0	100.0
	Total	7,688	100.0	100.0	

Q24. What is your most common source of information about Sun Tran services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home	1,592	20.7	24.1	24.1
	Work	959	12.5	14.5	38.6
	School	433	5.6	6.6	45.1
	No Access	630	8.2	9.5	54.7
	Library	456	5.9	6.9	61.6
	Cell phone/mobile device	1,697	22.1	25.7	87.2
	Other	843	11.0	12.8	100.0
	Total	6,610	86.0	100.0	
	Missing	System	1,078	14.0	
Total		7,688	100.0		



Q24.Other What is your most common source of information about Sun Tran services? – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7,006	91.1	91.1	91.1
ADVERTISEMENTS	9	0.1	0.1	91.2
ASK DRIVER	25	0.3	0.3	91.6
ASK OTHER PEOPLE	44	0.6	0.6	92.1
AT THE BUS TERMINAL	40	0.5	0.5	92.7
BUS	108	1.4	1.4	94.1
CHURCH	3	0.0	0.0	94.1
CLINIC	5	0.1	0.1	94.2
COMPUTER	185	2.4	2.4	96.6
NEWS	37	0.5	0.5	97.1
NEWSPAPER	11	0.1	0.1	97.2
RADIO	1	0.0	0.0	97.2
SCHEDULE BOOK	214	2.8	2.8	100.0
Total	7,688	100.0	100.0	

Q25. What is your home zip code?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 11746	1	0.0	0.0	0.0
16801	1	0.0	0.0	0.0
35087	1	0.0	0.0	0.0
45788	1	0.0	0.0	0.1
49423	1	0.0	0.0	0.1
50811	1	0.0	0.0	0.1
57841	1	0.0	0.0	0.1
58745	1	0.0	0.0	0.2
59713	1	0.0	0.0	0.2
60506	1	0.0	0.0	0.2
61704	1	0.0	0.0	0.2
68506	1	0.0	0.0	0.2
68705	1	0.0	0.0	0.2
72007	1	0.0	0.0	0.3
75064	1	0.0	0.0	0.3
75714	1	0.0	0.0	0.3
75816	1	0.0	0.0	0.3
78510	1	0.0	0.0	0.3
80700	1	0.0	0.0	0.3
80705	1	0.0	0.0	0.4
80706	1	0.0	0.0	0.4
80713	1	0.0	0.0	0.4
82861	1	0.0	0.0	0.4
83517	1	0.0	0.0	0.4



2013 Onboard Transit Survey

City of Tucson

Final Report

	Frequency	Percent	Valid Percent	Cumulative Percent
83706	1	0.0	0.0	0.4
83754	1	0.0	0.0	0.5
84103	1	0.0	0.0	0.5
84168	1	0.0	0.0	0.5
84701	1	0.0	0.0	0.5
84705	1	0.0	0.0	0.5
84746	1	0.0	0.0	0.5
84791	1	0.0	0.0	0.6
85017	2	0.0	0.0	0.6
85018	1	0.0	0.0	0.6
85020	1	0.0	0.0	0.6
85037	1	0.0	0.0	0.6
85043	1	0.0	0.0	0.7
85065	1	0.0	0.0	0.7
85077	1	0.0	0.0	0.7
85105	1	0.0	0.0	0.7
85106	1	0.0	0.0	0.7
85119	2	0.0	0.0	0.9
85126	1	0.0	0.0	0.9
85128	1	0.0	0.0	0.9
85130	1	0.0	0.0	0.9
85157	1	0.0	0.0	0.9
85167	1	0.0	0.0	0.9
85201	1	0.0	0.0	1.0
85205	3	0.0	0.0	1.0
85206	2	0.0	0.0	1.0
85210	1	0.0	0.0	1.1
85211	2	0.0	0.0	1.1
85213	1	0.0	0.0	1.1
85219	1	0.0	0.0	1.1
85220	1	0.0	0.0	1.1
85230	2	0.0	0.0	1.2
85236	1	0.0	0.0	1.2
85245	3	0.0	0.0	1.2
85257	1	0.0	0.0	1.3
85281	1	0.0	0.0	1.3
85302	1	0.0	0.0	1.3
85304	1	0.0	0.0	1.3
85319	1	0.0	0.0	1.3
85321	2	0.0	0.0	1.4
85364	1	0.0	0.0	1.4
85367	1	0.0	0.0	1.4
85385	1	0.0	0.0	1.4
85413	1	0.0	0.0	1.4
85416	1	0.0	0.0	1.4
85419	1	0.0	0.0	1.5



2013 Onboard Transit Survey

City of Tucson

Final Report

	Frequency	Percent	Valid Percent	Cumulative Percent
85457	1	0.0	0.0	1.5
85477	1	0.0	0.0	1.5
85481	1	0.0	0.0	1.5
85539	1	0.0	0.0	1.5
85602	1	0.0	0.0	1.5
85603	1	0.0	0.0	1.6
85604	1	0.0	0.0	1.6
85607	2	0.0	0.0	1.6
85609	1	0.0	0.0	1.6
85611	2	0.0	0.0	1.7
85614	4	0.1	0.1	1.7
85616	1	0.0	0.0	1.7
85617	2	0.0	0.0	1.8
85618	1	0.0	0.0	1.8
85623	1	0.0	0.0	1.8
85624	1	0.0	0.0	1.8
85629	7	0.1	0.1	1.9
85634	15	0.2	0.2	2.2
85640	1	0.0	0.0	2.2
85641	3	0.0	0.0	2.2
85645	1	0.0	0.0	2.3
85653	8	0.1	0.1	2.4
85654	2	0.0	0.0	2.4
85658	3	0.0	0.0	2.5
85671	1	0.0	0.0	2.5
85700	6	0.1	0.1	2.6
85701	126	1.6	2.1	4.6
85702	24	0.3	0.4	5.0
85703	10	0.1	0.2	5.2
85704	1	0.0	0.0	99.7
85704	83	1.1	1.4	6.6
85705	2	0.0	0.0	99.7
85705	835	10.8	13.6	20.2
85706	602	7.8	9.8	30.0
85707	8	0.1	0.1	30.2
85708	5	0.1	0.1	30.2
85709	12	0.2	0.2	30.4
85710	254	3.3	4.2	34.6
85711	2	0.0	0.0	0.8
85711	473	6.2	7.7	42.3
85712	352	4.6	5.7	48.1
85713	687	8.8	11.1	59.2
85714	202	2.6	3.3	62.4
85715	72	0.9	1.2	63.6
85716	406	5.2	6.6	70.2
85717	18	0.2	0.3	70.5



2013 Onboard Transit Survey

City of Tucson

Final Report

	Frequency	Percent	Valid Percent	Cumulative Percent
85718	32	0.4	0.5	71.0
85719	380	4.9	6.2	77.2
85720	7	0.1	0.1	77.3
85721	6	0.1	0.1	77.4
85722	9	0.1	0.1	77.6
85723	10	0.1	0.2	77.7
85724	3	0.0	0.0	77.8
85725	13	0.2	0.2	78.0
85726	16	0.2	0.3	78.2
85727	2	0.0	0.0	78.3
85728	3	0.0	0.0	78.3
85729	2	0.0	0.0	78.4
85730	159	2.1	2.6	81.0
85731	13	0.2	0.2	81.2
85732	5	0.1	0.1	81.2
85733	8	0.1	0.1	81.4
85734	6	0.1	0.1	81.5
85735	19	0.2	0.3	81.8
85736	13	0.2	0.2	82.0
85737	17	0.2	0.3	82.3
85738	3	0.0	0.0	82.3
85739	9	0.1	0.1	82.5
85740	15	0.2	0.2	82.7
85741	65	0.8	1.1	83.8
85742	19	0.2	0.3	84.1
85743	15	0.2	0.2	84.3
85744	4	0.1	0.1	84.4
85745	374	4.9	6.1	90.5
85746	244	3.2	4.0	94.5
85747	10	0.1	0.2	94.7
85748	36	0.5	0.6	95.2
85749	12	0.2	0.2	95.4
85750	11	0.1	0.2	95.6
85751	1	0.0	0.0	95.6
85752	1	0.0	0.0	95.7
85753	3	0.0	0.0	95.7
85754	5	0.1	0.1	95.8
85755	1	0.0	0.0	95.8
85756	88	1.1	1.4	97.2
85757	103	1.3	1.7	98.9
85765	1	0.0	0.0	98.9
85769	1	0.0	0.0	99.0
85772	1	0.0	0.0	99.0
85780	1	0.0	0.0	99.0
85781	1	0.0	0.0	99.0
85786	1	0.0	0.0	99.0



2013 Onboard Transit Survey

City of Tucson

Final Report

	Frequency	Percent	Valid Percent	Cumulative Percent
85791	1	0.0	0.0	99.0
85793	1	0.0	0.0	99.1
85796	2	0.0	0.0	99.1
85878	1	0.0	0.0	99.1
85911	2	0.0	0.0	99.1
85912	2	0.0	0.0	99.2
85919	1	0.0	0.0	99.3
85945	1	0.0	0.0	99.3
85959	1	0.0	0.0	99.3
86514	1	0.0	0.0	99.3
86571	1	0.0	0.0	99.3
86712	1	0.0	0.0	99.3
86716	1	0.0	0.0	99.4
87102	1	0.0	0.0	99.4
87165	1	0.0	0.0	99.4
87501	1	0.0	0.0	99.4
87505	3	0.0	0.0	99.5
87511	2	0.0	0.0	99.5
87521	1	0.0	0.0	99.5
87530	1	0.0	0.0	99.5
87541	1	0.0	0.0	99.5
87545	1	0.0	0.0	99.6
87575	1	0.0	0.0	99.6
87606	1	0.0	0.0	99.6
87654	1	0.0	0.0	99.6
87705	1	0.0	0.0	99.6
88220	1	0.0	0.0	99.6
89115	1	0.0	0.0	99.8
89709	1	0.0	0.0	99.8
89713	1	0.0	0.0	99.8
89714	2	0.0	0.0	99.9
89715	1	0.0	0.0	99.9
92116	1	0.0	0.0	99.9
92716	1	0.0	0.0	99.9
95353	1	0.0	0.0	99.9
95711	1	0.0	0.0	100.0
97128	1	0.0	0.0	100.0
97217	1	0.0	0.0	100.0
98506	1	0.0	0.0	100.0
Total	6,117	79.6	100.0	
Missing System	1,571	20.4		
Total	7,688	100.0		



Q26. Are you employed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	2,092	27.2	31.4	31.4
	Part-time	1,671	21.7	25.0	56.4
	Retired	482	6.3	7.2	63.6
	Unemployed	2,428	31.6	36.4	100.0
	Total	6,673	86.8	100.0	
Missing	System	1,015	13.2		
Total		7,688	100.0		

Q27. Are you a student?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	1,380	18.0	21.2	21.2
	Part-time	759	9.9	11.7	32.9
	Not a student	4,356	56.7	67.1	100.0
	Total	6,495	84.5	100.0	
Missing	System	1,193	15.5		
Total		7,688	100.0		



This Page Intentionally Left Blank.



Appendix B

Sun Tran Express

Express riders were surveyed between Wednesday, September 11 and Friday, October 11, 2013. The instrument was designed to reflect conditions and travel patterns specific to the Express service. Riders were asked to provide information regarding their trip purpose, frequency of use, opinions regarding the service's strengths and weaknesses, and personal demographic characteristics. A total of 297 completed surveys were collected on Express.

Three versions of the survey were utilized. While questions were presented in the same order on each version, the order of responses in multiple-choice questions was varied to reduce response bias. The sample consisted of 51.6 percent Version A, 18.6 percent Version B, and 29.8 percent Version C.

The survey was offered in English and Spanish. The majority of respondents (99.3 percent) chose to complete the survey in English. Only two respondents completed the survey in Spanish.

Sampling targets took into account actual daily ridership averages for each route. Route-specific targets were calculated to ensure statistical accuracy at a 95 percent confidence level and a ± 5 percent margin of error. Sampling targets were not achieved for any routes, resulting in a sample well below our target. This was largely due to the nature of the service as a peak-hour commuter program. As the one-way trips were difficult to staff with survey personnel, Sun Tran/Veolia approved a driver-distributed self-administered methodology. As such, we had little control over the number of responses received, as they were all returned via postage-paid return mail. The reduced sample size was approved by Sun Tran/Veolia prior to the conclusion of data collection.



Exhibit B.1 Sampling by Route

Route	Sample Target	Surveys Collected
101X	45	23
102X	42	22
103X	31	14
104X	48	36
105X	29	8
107X	42	37
108X	35	30
109X	31	17
110X	48	38
201X	30	12
202X	56	30
203X	36	15
312X	27	15
Total	500	297

Surveys were collected throughout the day, across all day-parts. For this survey, day-parts were considered as follows:

- Morning Peak – 5:00 a.m. to 8:59 a.m.
- Midday A.M. – 9:00 a.m. to 11:59 a.m.
- Midday P.M. – 12:00 p.m. to 2:59 p.m.
- Afternoon Peak – 3:00 p.m. to 6:59 p.m.
- Evening – 7:00 p.m. to end of service

Exhibit B.2 Sampling by Day-Part¹

Day-Part	Surveys Collected
Morning Peak	33
Midday A.M.	3
Midday P.M.	0
Afternoon Peak	261
Evening	0
Total	297

¹ Trip times are self-reported and could not be verified due to the data collection methodology. As such, there are several responses indicating times during which the service does not operate (i.e., Midday or Evening). It is possible this is the time when the individual completed the survey form rather than when he/she took the trip.



Section 1: Tell us about THIS trip

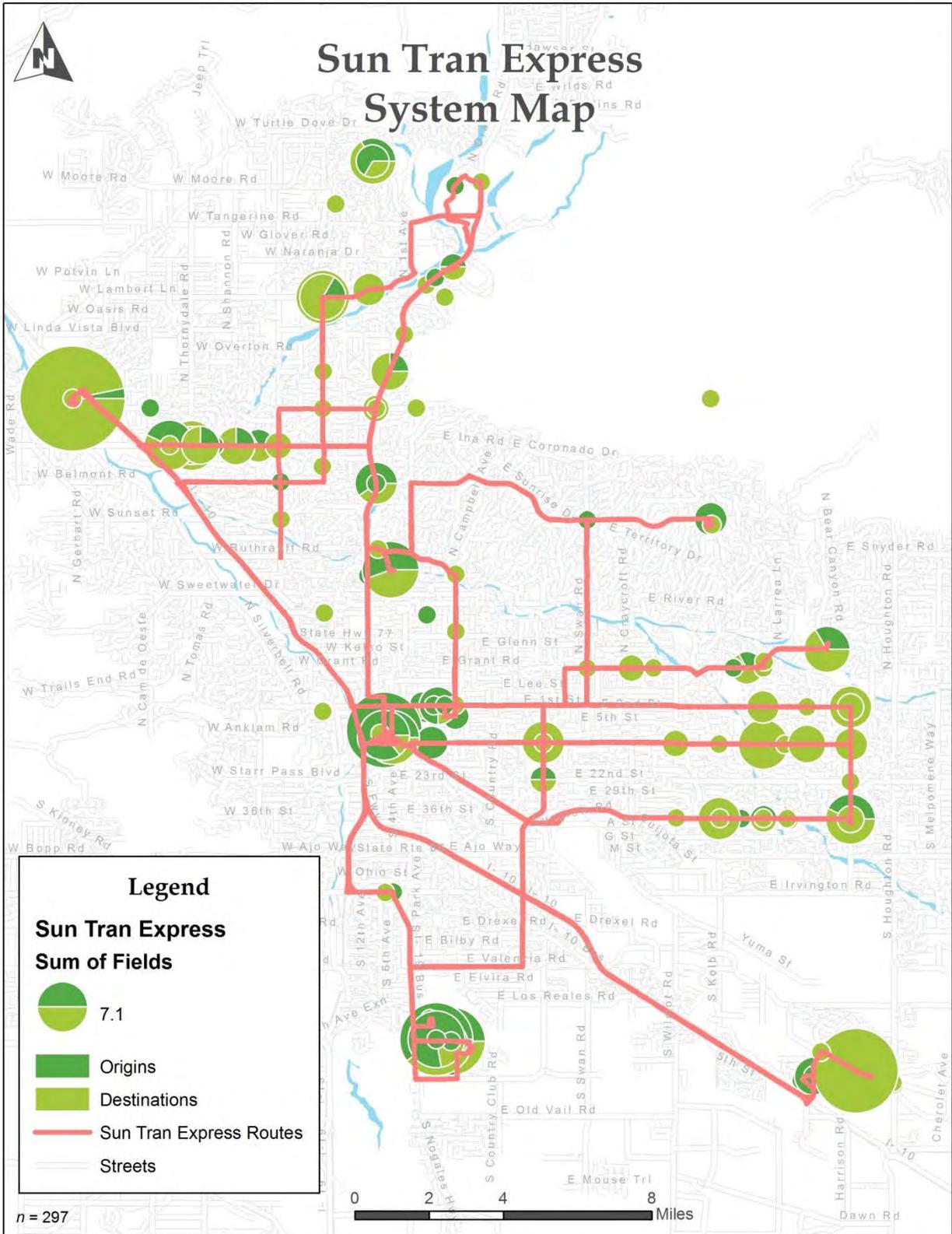
Question 2: Where did you board the bus for this trip?

Question 3: Where will you get off the bus for this trip?

We asked riders their boarding and alighting locations to better understand common origin-destination pairs. These locations were geocoded and plotted using ArcGIS 10.1. Exhibit B.3 illustrates the boarding and alighting patterns for the Express service as a whole. Additional maps of individual routes are provided in Appendix G.



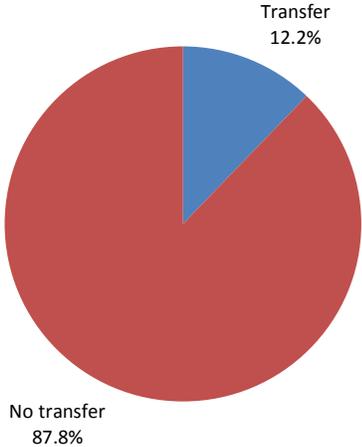
Exhibit B.3 Express System-wide Origin-Destination Map



Question 4: Does this trip include a transfer to/from another Sun Tran service?

There was a fairly low incidence of transfers to/from Sun Tran. Slightly more than 12 percent of Express riders surveyed indicated they made or would make a transfer to or from a Sun Tran line. This result indicates most Express riders are able to reach their destination with a single-seat trip.

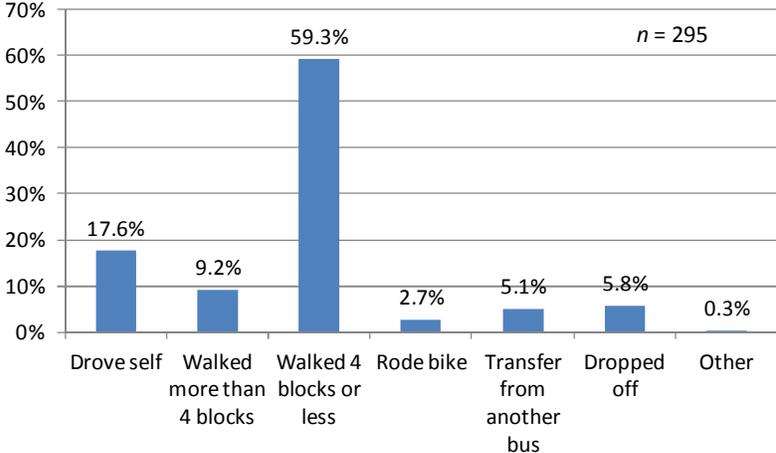
Exhibit B.4 Incidence of Transfers



Question 5: How did you get to the bus stop for this trip?

More than 68 percent of respondents reach the bus stop on foot, with 59.3 percent walking four blocks or less. Approximately five percent transferred from another bus, which is consistent with the low rate of transfers cited in Question 4. More than 23 percent accessed the bus stop by driving, though only 5.8 percent were dropped off by someone else. Fewer than three percent traveled by bicycle. (Note: Respondents were not given the opportunity to specify regarding “other” responses in this question.)

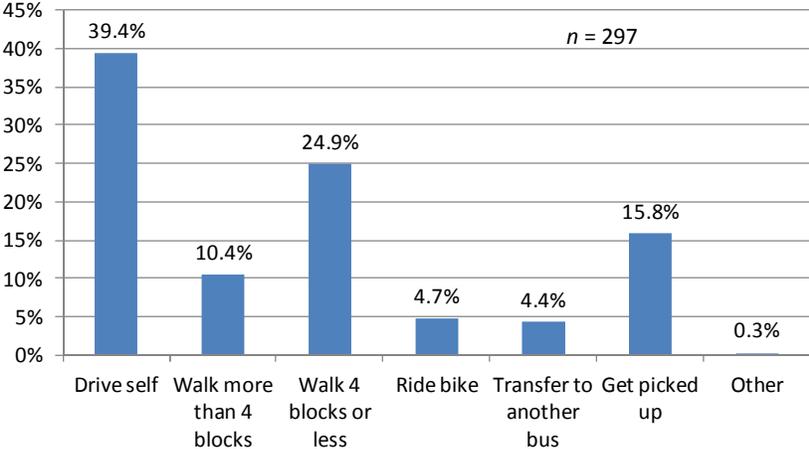
Exhibit B.5 Stop Access



Question 6: How will you travel to your destination once you get off this bus?

Just 35 percent of respondents indicated they would walk to their final destination from the bus stop at which they alighted, with nearly 25 percent indicating they would walk four blocks or less. Approximately four percent said they would be transferring to another bus in order to reach their final destination. More than 39 percent said they would drive themselves, with another 16 percent citing they would be picked up. This suggests that many of the surveys were collected on the work-to-home portion of a trip rather than the home-to-work portion. (Note: Respondents were not given the opportunity to specify regarding “other” responses in this question.)

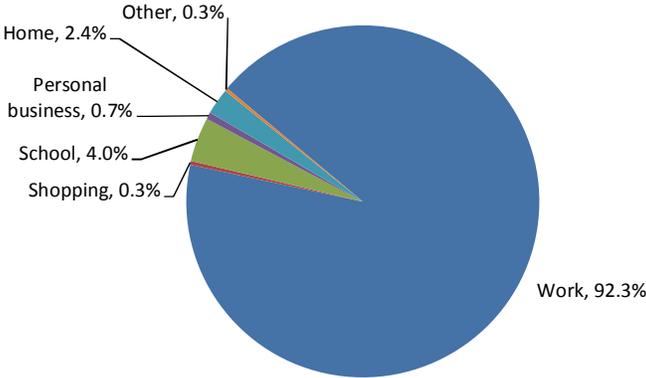
Exhibit B.6 Destination Access



Question 7: What is the primary purpose for this trip?

Work was the primary trip purpose for more than 92 percent of respondents. School was the next most popular response, selected by four percent of respondents. Seven respondents selected other and wrote in “home,” which could actually indicate an even higher percentage of work responses.

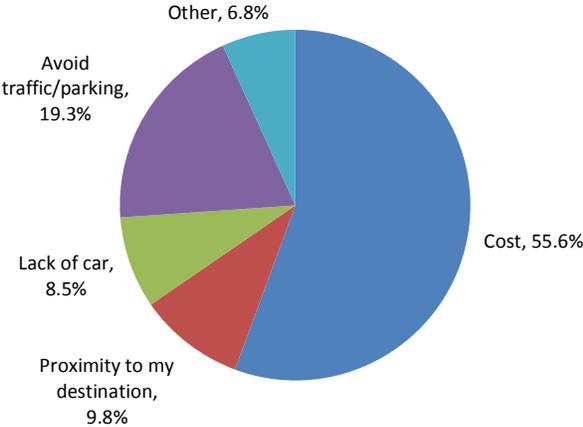
Exhibit B.7 Trip Purpose



Question 8: Why did you choose to ride Sun Tran Express for this trip?

More than 55 percent of respondents chose Express because of the cost, while more than 19 percent did so to avoid traffic or parking. Fewer than nine percent said they used the service because they lacked access to a car, which is in distinct contrast with other services surveyed.

Exhibit B.8 Reason for Riding

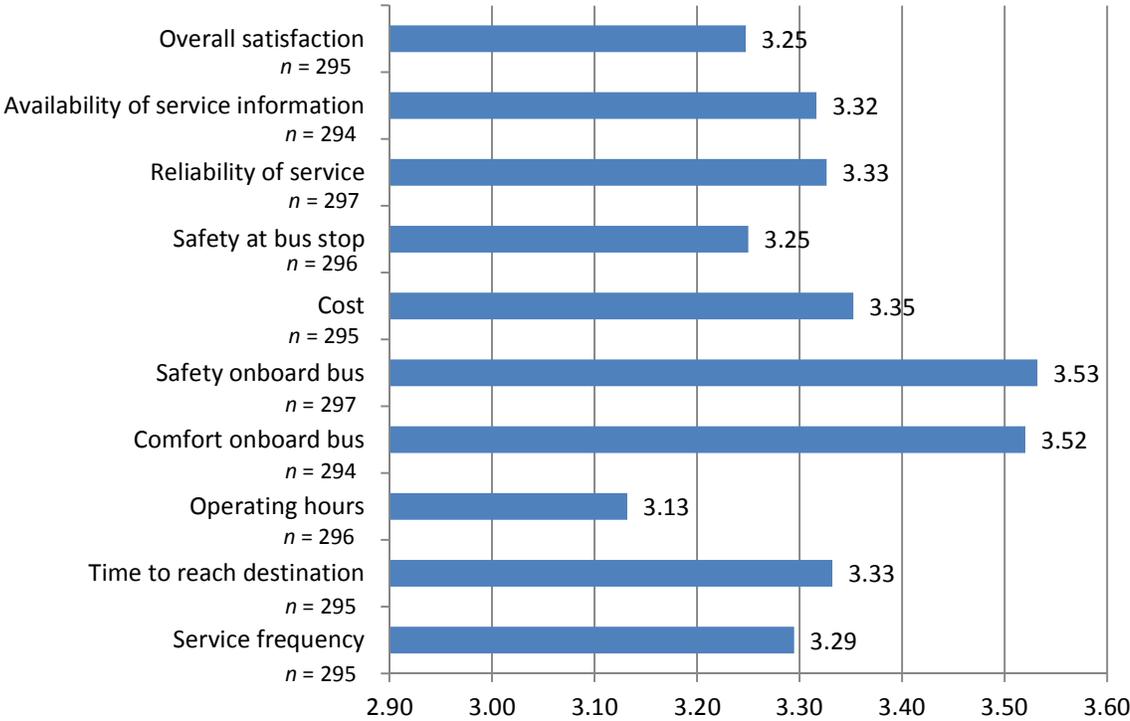


Section 2: Tell us about our service

Question 9: On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran service attributes.

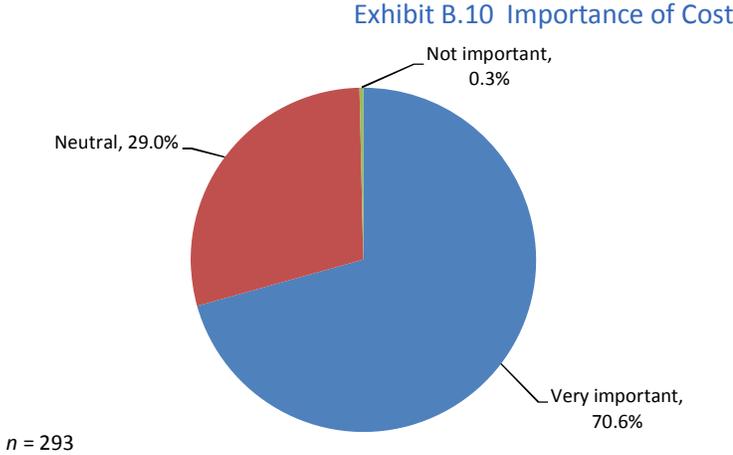
Overall, Express riders rated the service quite highly. Every attribute was rated higher than “good.” Overall satisfaction was actually the next-to-lowest rated attribute, at 3.25 out of four (operating hours was the lowest rated attribute, at 3.13). Safety and comfort onboard the bus were the two highest-rated attributes at 3.53 and 3.54, respectively, followed by service reliability and the time it takes to reach the destination (3.33 each).

Exhibit B.9 Service Attribute Ratings



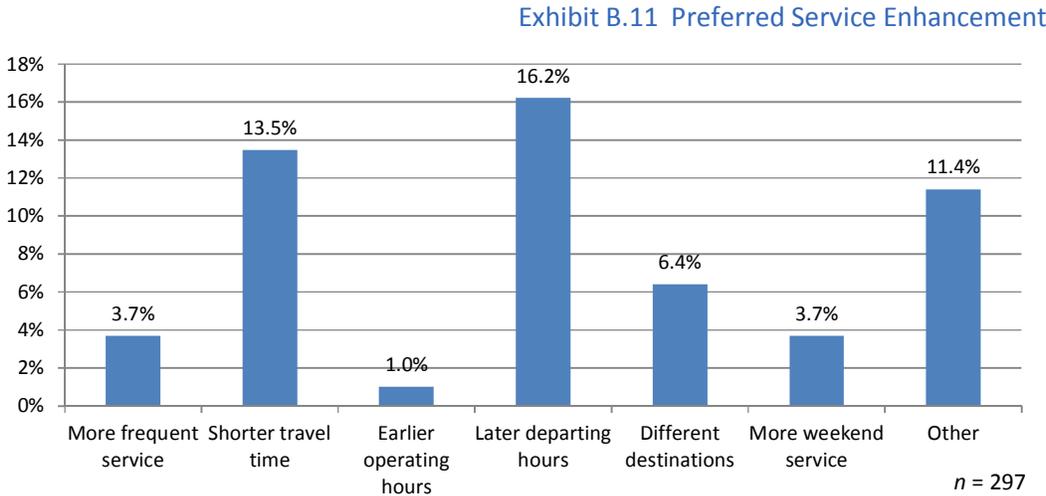
Question 10: On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran?

Cost is very important to Express respondents, which is consistent with responses to Question 8. Only one respondent said cost was not important.



Question 11: Select the service enhancement that is of most importance to you. (Select only one)
 Later departing hours was the most frequently cited enhancement (16.2 percent), followed by shorter travel time (13.5 percent). More than one-sixth of respondents did not indicate a response to this question.

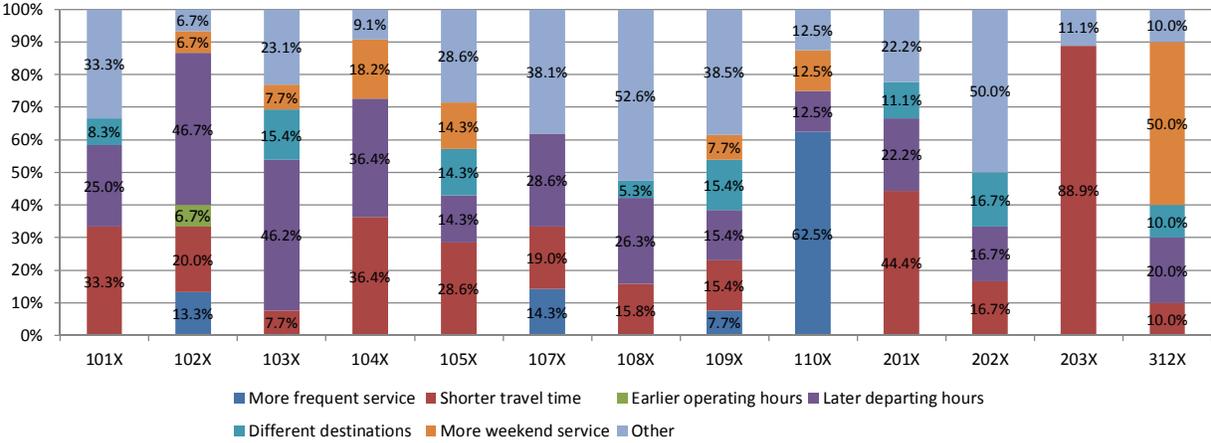
While only 34 respondents selected other as their response, 48 respondents provided a comment. These ranged from a desire for better coordination, improved on-time performance, additional stops and better parking options to the addition of seat belts, turning up the temperature on the bus, adding window shades, and installing wi-fi.



Preferred enhancements vary by route. The top preferred enhancements are listed below as well as displayed in Exhibit B.X.

- Route 101X – shorter travel time (33.3 percent), other (33.3 percent), later departing hours (25 percent)
- Route 102X – later departing hours (46.7 percent)
- Route 103X – later departing hours (46.2 percent)
- Route 104X – shorter travel time (36.4 percent), later departing hours (36.4 percent)
- Route 105X – shorter travel time (28.6 percent), other (28.6 percent)
- Route 107X – later departing hours (28.6 percent), other (38.1 percent)
- Route 108X – later departing hours (26.3 percent), other (52.6 percent)
- Route 109X – other (38.5 percent)
- Route 110X – more frequent service (62.5 percent)
- Route 201X – shorter travel time (44.4 percent)
- Route 202X – other (50 percent)
- Route 203X – shorter travel time (88.9 percent)
- Route 312X – more weekend service (50 percent)

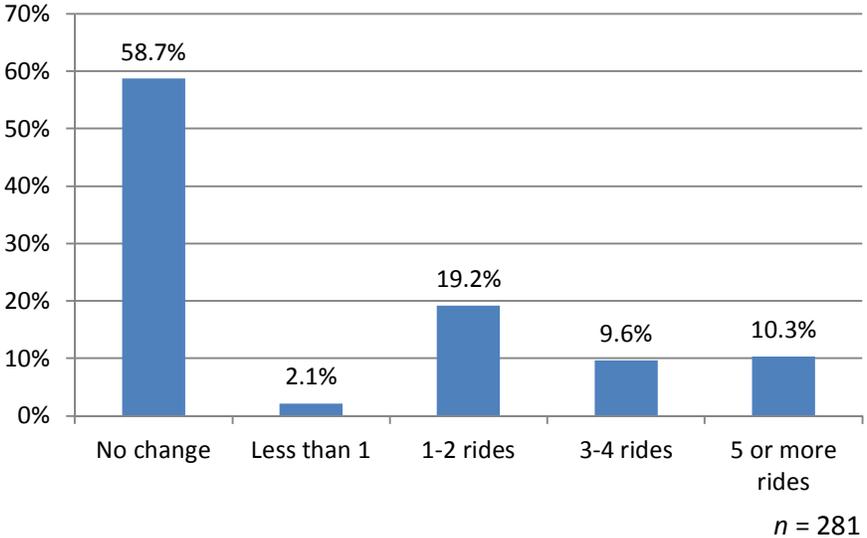
Exhibit B.12 Preferred Service Enhancement versus Route



Question 12: How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?

Nearly one-third of respondents indicated making 3-4 additional rides per week if the desired service enhancement were implemented, with more than a quarter citing 1-2 additional riders per week. Just over 16 percent would add five or more riders per week. More than 20 percent, however, said their usage would not be affected.

Exhibit B.13 Additional Rides if Desired Service Enhancement Implemented



By assigning a value to each of the response categories in Question 12, we can estimate how many additional trips would be made each week if each of the service enhancements were introduced. Exhibit B.14 presents the values used to represent each category, while Exhibit B.15 quantifies the anticipated impact of each service enhancement in terms of additional rides per week.

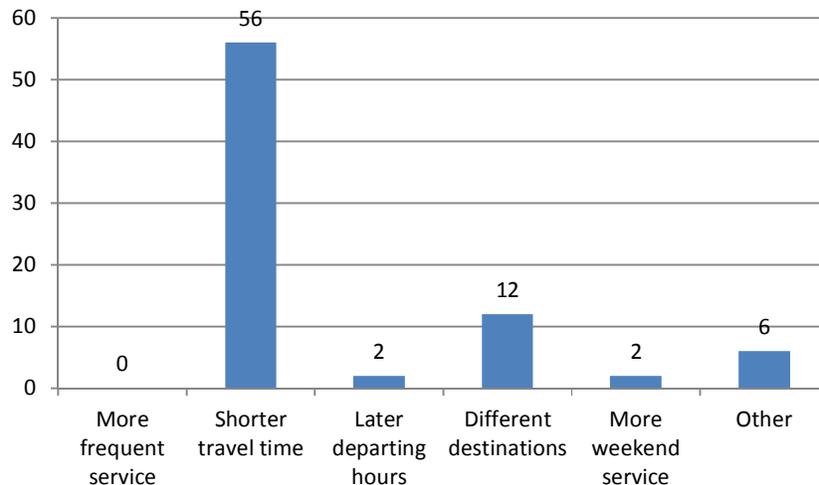
Exhibit B.14 Values for Calculating Additional Rides

Category	Numerical Value
No change	0
Less than 1	0.75
1-2 rides	1.5
3-4 rides	3.5
5 or more rides	5



Given more than 70 percent of Express respondents already ride five or more times per week, it is not surprising that many riders say the implementation of their preferred service enhancement would not result in any additional rides. Shorter travel time would result in the largest increase in ridership, though this may be an attribute Sun Tran/Veolia has limited control over, given the service is already an express service.

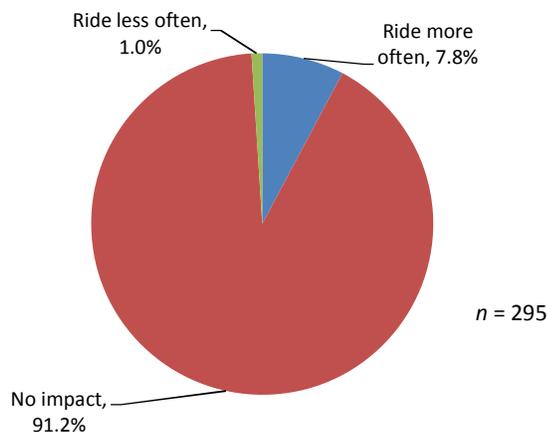
Exhibit B.15 Estimated Additional Rides Per Week by Service Enhancement



Question 13: What impact, if any, did the recent introduction of the SunGo smartcard have on your use of public transportation?

The majority of respondents (91.2 percent) indicated that introduction of the SunGo card did not affect how often they use public transit. Fewer than eight percent said they ride more often, while just three respondents said they ride less often.

Exhibit B.16 Impact of SunGo Card

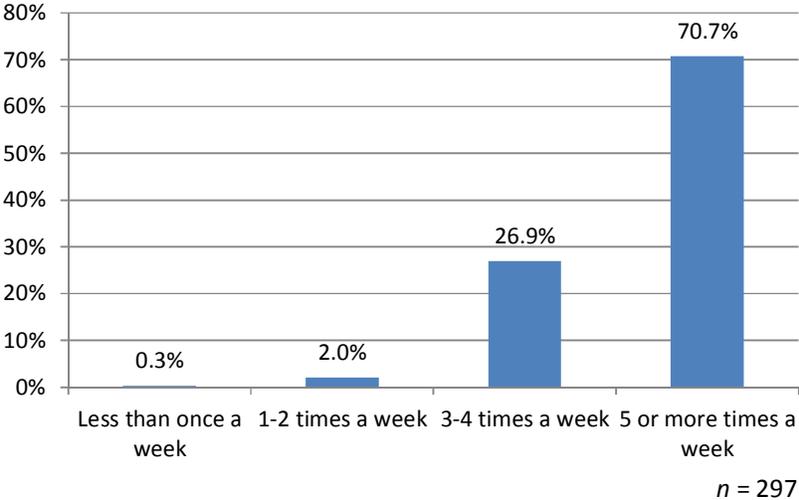


Section 3: Tell us about you

Question 14: How often do you ride Sun Tran Express?

Nearly 71 percent of respondents ride five or more times a week, which is consistent with the primary trip purpose on Express being travel to and from work.

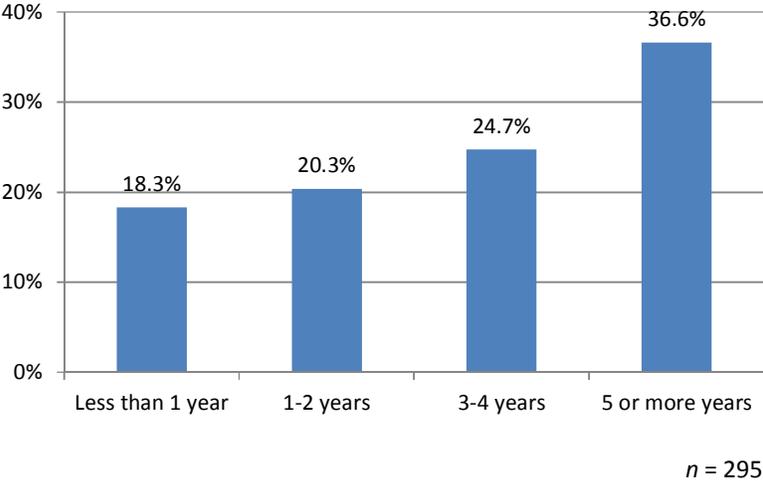
Exhibit B.17 Frequency of Ridership



Question 15: How long have you been a Express rider?

Express riders are fairly well distributed between long-term riders and newer riders. This represents a healthy “churn” as new riders replace customers who have stopped riding for whatever reason. More than one-third of respondents report having used Express for five years or more.

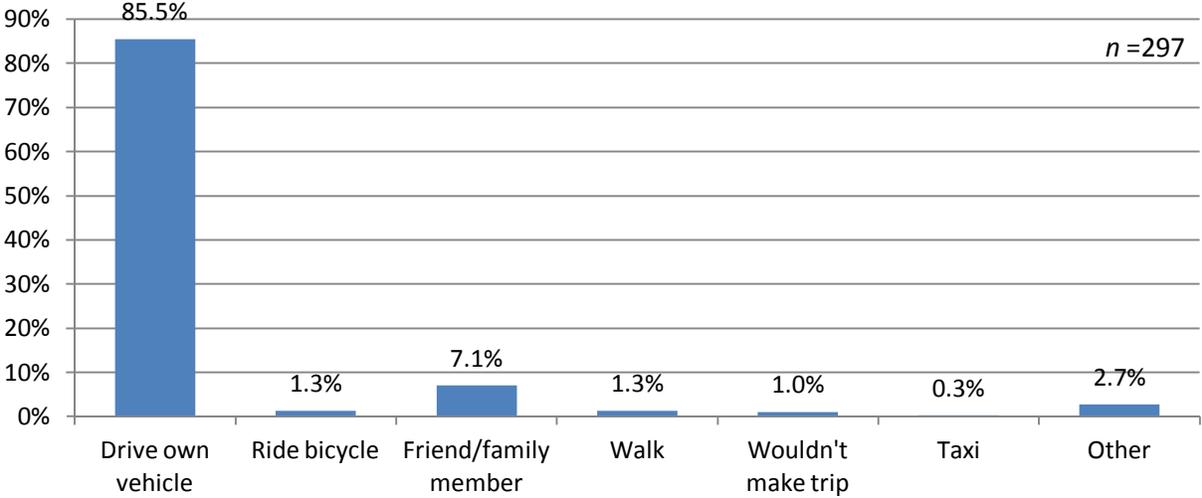
Exhibit B.18 Length of Patronage



Question 16: How would you have made this trip if Sun Tran Express was not available?

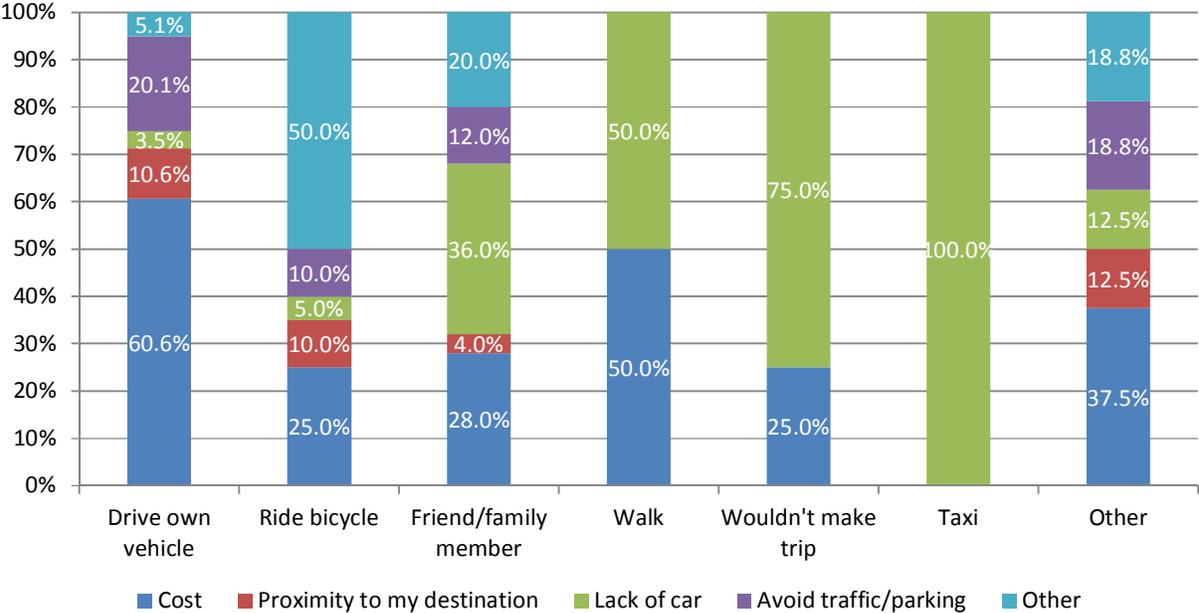
Nearly 86 percent of Express respondents are likely choice riders, as they specified drive own vehicle as their most likely alternative to transit. Riding with a friend or family member was the second most frequently cited option, though only 7.1 percent specified this response. Not making the trip is not an alternative to most Express riders, as only three respondents selected this response.

Exhibit B.19 Alternatives to Express



The majority of those who said they would drive their own vehicle if Express were not available use the service primarily because of cost, while another 20.1 percent do so to avoid traffic or parking. Three-quarters of those who said they would not make the trip and 100 percent of those who said they would take a taxi use the service due to lack of access to a personal vehicle.

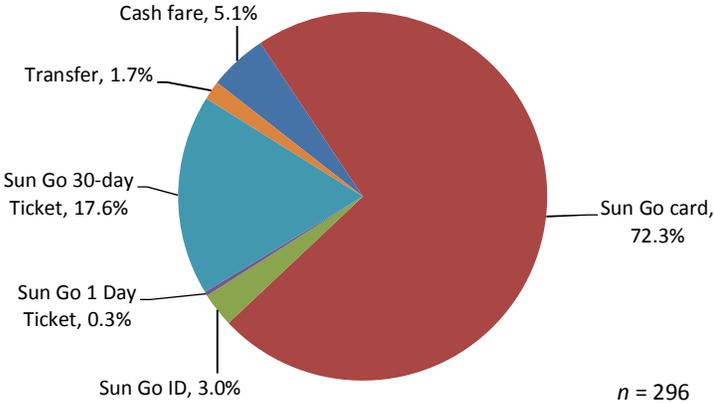
Exhibit B.20 Alternatives to Express versus Reason for Riding



Question 17: How do you typically pay for your Sun Tran Express ride?

Nearly three-quarters of respondents cited paying with a SunGo card, while another 17.6 percent indicated using a 30-day ticket. Unlike Sun Tran’s fixed-route service, wherein cash fare was used by 39 percent of respondents, cash fare was specified by just over five percent of surveyed riders.

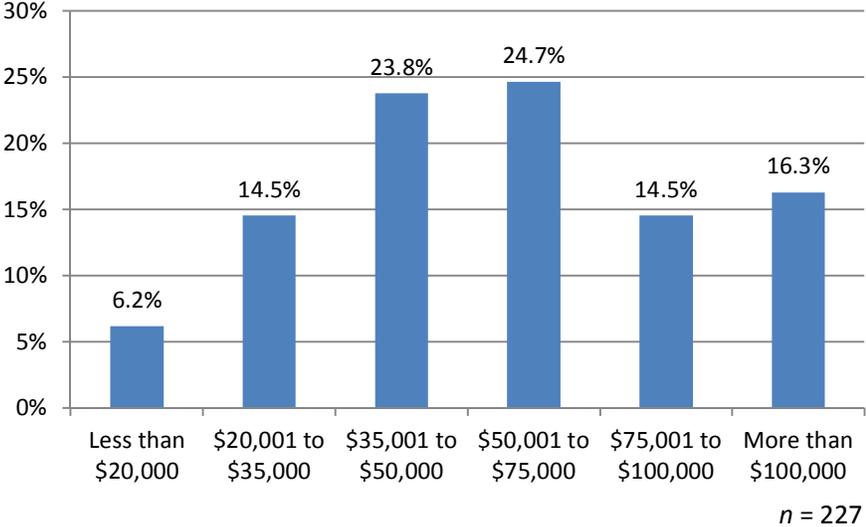
Exhibit B.21 Fare Media Used



Question 18: What is your approximate annual household income?

Express riders tend to be more affluent than other Tucson transit riders, wherein the most frequently cited income was less than \$20,000. More than 55 percent of Express respondents reported an annual household income of more than \$50,000, with just 6.2 percent indicating an income of less than \$20,000.

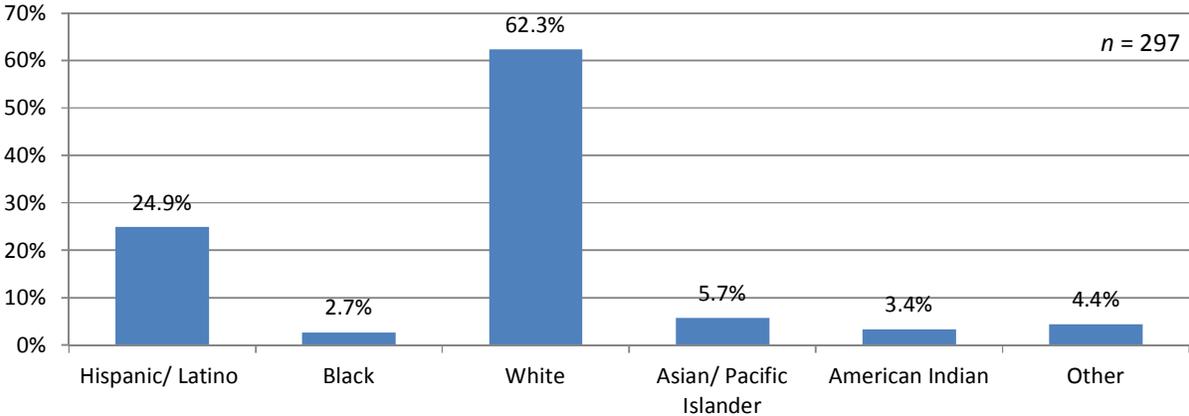
Exhibit B.22 Annual Household Income



Question 19: Are you... [Respondents were asked to describe their ethnicity]

Slightly more than 62 percent of respondents identified themselves as White. This is consistent with Census 2010, where nearly 70 percent identified themselves as White. However, the proportion of riders identifying themselves as Hispanic/Latino is significantly lower than that reported by Census 2010. (Note: Given respondents were allowed to select more than one answer, as many individuals identify with more than one race, the proportions of respondents indicating each race add up to more than 100 percent.)

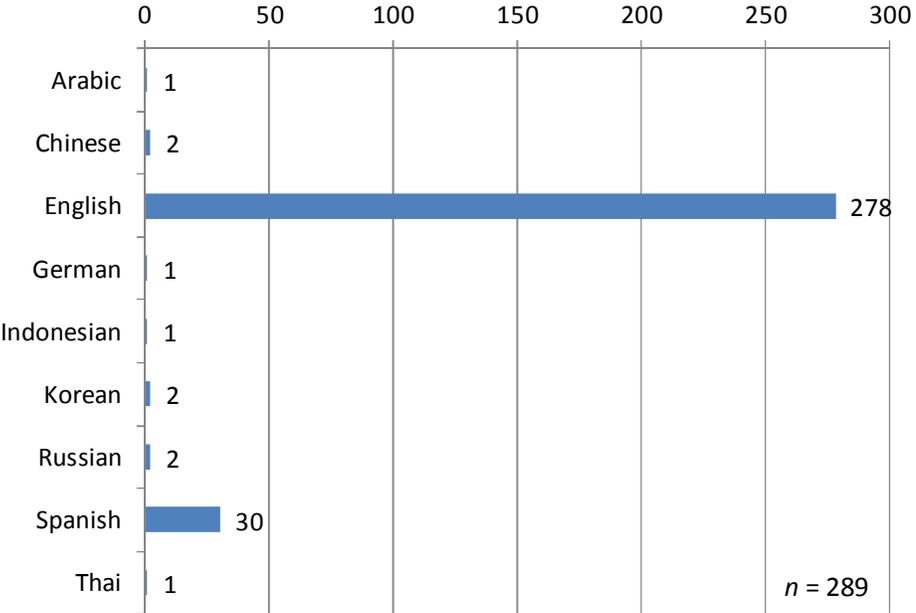
Exhibit B.23 Rider Ethnicity



Question 20: Please indicate which languages are spoken in your home.

Most respondents (93.6 percent) reported speaking English at home, although more than ten percent indicated speaking Spanish. Among the 3.4 percent who reported speaking some other language at home, respondents indicated speaking Arabic, Chinese, German, Indonesian, Korean, Russian, and Thai. (Note: Given respondents were allowed to select more than one answer, as more than one language is spoken in some households, the proportions of respondents speaking each language add up to more than 100 percent.)

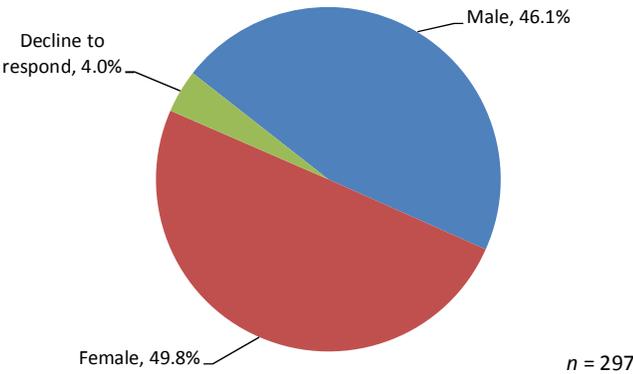
Exhibit B.24 Language Spoken at Home



Question 21: What is your gender?

Approximately half of respondents identified as female, while 46.1 percent identified as male. Four percent of respondents declined to indicate their gender. Given Census 2010 estimated Tucson’s general population to be equally divided between male and female, our sample may be slightly skewed toward females. However, the presence of “decline to respond” answers presents a sufficient margin of error that there may be no inconsistency (e.g., should the majority of the “decline to respond” respondents identify as male).

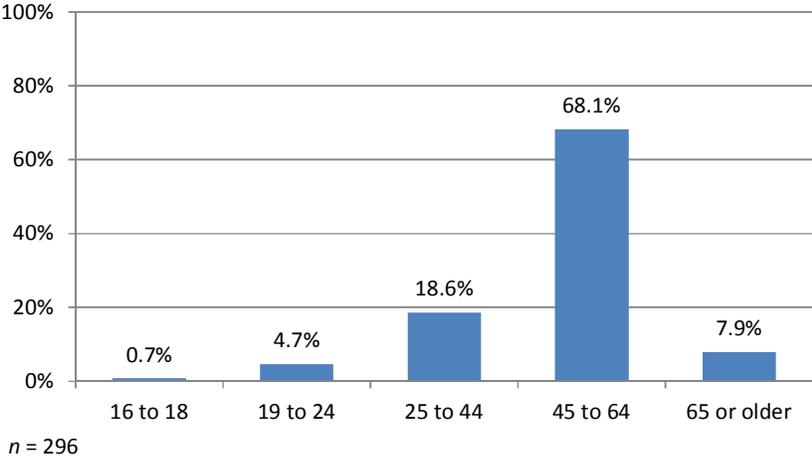
Exhibit B.25 Gender



Question 22: What is your age?

The largest share of respondents (68.1 percent) reported being 45 to 64 years old. This is consistent with the characterization of the majority of respondents as choice riders, as well as the higher annual income and high incidence of work as the trip purpose.

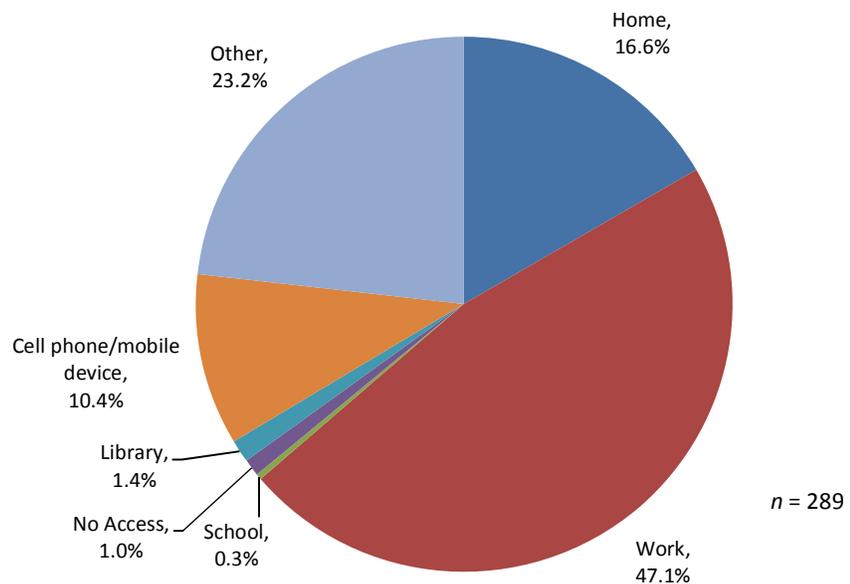
Exhibit B.26 Age



Question 23: What is your most common source of information about Sun Tran Express services?

Nearly 64 percent of respondents access transit information at work or home, while just over ten percent use a cell phone or mobile device. More than 23 percent indicated getting service information from other sources, which included online (46 responses), on the bus or from other riders (11 responses), or from printed schedule materials (4 responses).

Exhibit B.27 Typical Information Source



Question 24: What is your home zip code?

The largest share of riders (10.4 percent) cited 85710 as their home ZIP code, followed by 85741 (9.7 percent). All riders indicated living within the Tucson area. The top nine ZIP codes indicated by Express riders include:

- 85710 – 10.4 percent (east Tucson)
- 85741 – 9.7 percent (Casas Adobes, Marana, Tucson, Flowing Wells)
- 85737 – 8.7 percent (Oro Valley, Catalina, Casas Adobes)
- 85742 – 8.7 percent (Marana, Casas Adobes, Oro Valley)
- 85743 – 8.7 percent (Picture Rocks, Marana, Flowing Wells, Tucson)
- 85704 – 8.0 percent (Casas Adobes, Oro Valley, Tucson, Flowing Wells, Catalina Foothills)
- 85641 – 4.5 percent (Vail, Tucson, Corona de Tucson)
- 85755 – 4.5 percent (Oro Valley, Marana, Catalina)
- 85730 – 3.8 percent (southeast Tucson)



Exhibit B.28 Home ZIP Code

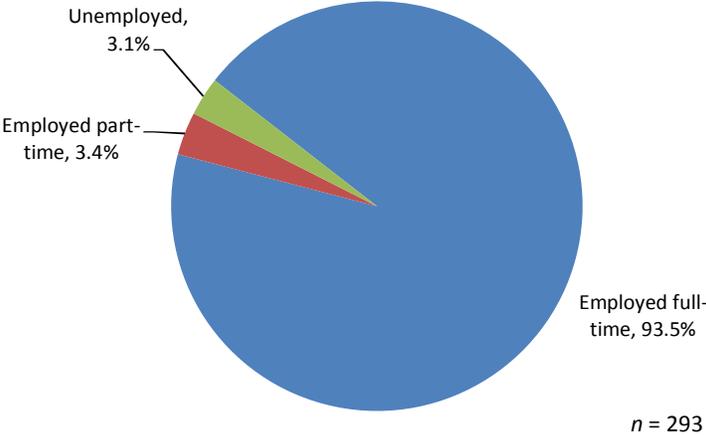
ZIP Code	Percent of Responses
85710	10.4%
85741	9.7%
85737	8.7%
85742	8.7%
85743	8.7%
85704	8.0%
85641	4.5%
85755	4.5%
85730	3.8%
85712	2.8%
85747	2.8%
85749	2.8%
85715	2.4%
85750	2.4%
85705	2.1%
85739	2.1%
85748	2.1%
85653	1.7%
85718	1.7%
85745	1.7%
85711	1.4%
85719	1.4%
85174	0.7%
85658	0.7%
85701	0.7%
85713	0.7%
85725	0.7%
85706	0.3%
85716	0.3%
85734	0.3%
85746	0.3%
85756	0.3%
85757	0.3%



Question 25: Are you employed?

More than 93 percent of respondents indicated being employed full-time, with another 3.4 employed part-time. This is consistent with the vast majority of trips being work trips. Just 3.1 percent said they were unemployed, which could indicate students as well as those looking for work.

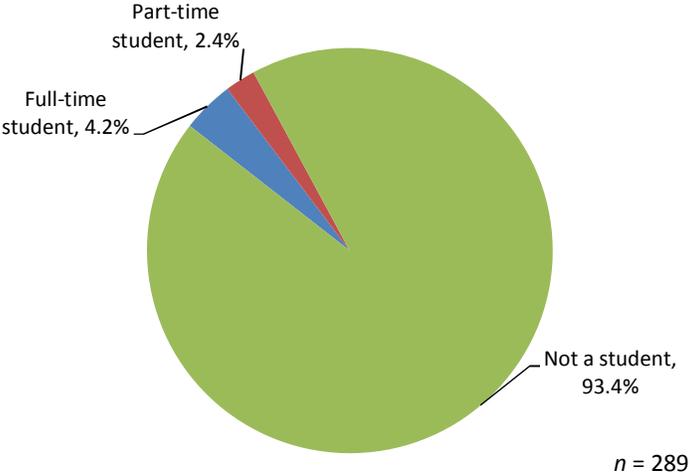
Exhibit B.29 Employment Status



Question 26: Are you a student?

Just 6.6 percent of Express respondents indicated being full-time or part-time students, which is consistent with the 6.7 percent of respondents citing being unemployed or employed part-time.

Exhibit B.30 Student Status



Simple Frequencies

Note: Percentages are rounded, which may result in some inconsistencies in the percentage totals.

Q1. What route are you telling us about today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	101X	23	7.7	7.7	7.7
	102X	22	7.4	7.4	15.2
	103X	14	4.7	4.7	19.9
	104X	36	12.1	12.1	32.0
	105X	8	2.7	2.7	34.7
	107X	37	12.5	12.5	47.1
	108X	30	10.1	10.1	57.2
	109X	17	5.7	5.7	63.0
	110X	38	12.8	12.8	75.8
	201X	12	4.0	4.0	79.8
	202X	30	10.1	10.1	89.9
	203X	15	5.1	5.1	94.9
	312X	15	5.1	5.1	100.0
	Total	297	100.0	100.0	

Q4. Does this trip include a transfer to/from another Sun Tran service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	12.1	12.2	12.2
	No	259	87.2	87.8	100.0
	Total	295	99.3	100.0	
Missing	System	2	0.7		
Total		297	100.0		

Q5. How did you get to the bus stop for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walked more than 4 blocks	27	9.1	9.2	9.2
	Drove self	52	17.5	17.6	26.8
	Walked 4 blocks or less	175	58.9	59.3	86.1
	Rode bike	8	2.7	2.7	88.8
	Transfer from another bus	15	5.1	5.1	93.9
	Dropped off	17	5.7	5.8	99.7
	Other	1	0.3	0.3	100.0
	Total	295	99.3	100.0	
Missing	System	2	0.7		
Total		297	100.0		



Q6. How will you travel to your destination once you get off this bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk more than 4 blocks	31	10.4	10.4	10.4
	Drive self	117	39.4	39.4	49.8
	Walk 4 blocks or less	74	24.9	24.9	74.7
	Ride bike	14	4.7	4.7	79.5
	Transfer to another bus	13	4.4	4.4	83.8
	Get picked up	47	15.8	15.8	99.7
	Other	1	0.3	0.3	100.0
	Total	297	100.0	100.0	

Q7. What is the primary purpose for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Work	274	92.3	92.3	92.3
	Shopping	1	0.3	0.3	92.6
	School	12	4.0	4.0	96.6
	Personal business	2	0.7	0.7	97.3
	Other	8	2.7	2.7	100.0
	Total	297	100.0	100.0	

Q7Other. What is the primary purpose for this trip? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		290	97.6	97.6	97.6
	HOME	7	2.4	2.4	100.0
	Total	297	100.0	100.0	

Q8. Why did you choose to ride Sun Tran Express for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cost	164	55.2	55.6	55.6
	Proximity to my destination	29	9.8	9.8	65.4
	Lack of car	25	8.4	8.5	73.9
	Avoid traffic/parking	57	19.2	19.3	93.2
	Other	20	6.7	6.8	100.0
	Total	295	99.3	100.0	
Missing	System	2	0.7		
Total		297	100.0		



Q8Other. Why did you choose to ride Sun Tran Express for this trip? – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	279	93.9	93.9	93.9
30-DAY PASS	1	0.3	0.3	94.3
CAN'T DRIVE WELL	1	0.3	0.3	94.6
CLEAN QUIET NO TRANSFER	1	0.3	0.3	94.9
CONVENIENCE	3	1.0	1.0	96.0
ENVIRONMENTAL REASONS	3	1.0	1.0	97.0
FRIEND	1	0.3	0.3	97.3
HEALTH	1	0.3	0.3	97.6
LESS STOPS	1	0.3	0.3	98.0
LESS STRESS	1	0.3	0.3	98.3
LIKE READING ON BUS	1	0.3	0.3	98.7
MULTI MODAL COMMUTE	1	0.3	0.3	99.0
SAFE AND CLEAN	2	0.7	0.7	99.7
TO FROM WORK	1	0.3	0.3	100.0
Total	297	100.0	100.0	

Q9. On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran Express service attributes.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Poor	11	3.7	3.7	3.7
Fair	31	10.4	10.5	14.2
Good	113	38.0	38.3	52.5
Excellent	140	47.1	47.5	100.0
Total	295	99.3	100.0	
Missing				
System	2	0.7		
Total	297	100.0		

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Poor	5	1.7	1.7	1.7
Fair	40	13.5	13.6	15.3
Good	102	34.3	34.6	49.8
Excellent	148	49.8	50.2	100.0
Total	295	99.3	100.0	
Missing				
System	2	0.7		
Total	297	100.0		



2013 Onboard Transit Survey

City of Tucson

Final Report

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	14	4.7	4.7	4.7
	Fair	48	16.2	16.2	20.9
	Good	119	40.1	40.2	61.1
	Excellent	115	38.7	38.9	100.0
	Total	296	99.7	100.0	
Missing	System	1	0.3		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	3	1.0	1.0	1.0
	Fair	17	5.7	5.8	6.8
	Good	98	33.0	33.3	40.1
	Excellent	176	59.3	59.9	100.0
	Total	294	99.0	100.0	
Missing	System	3	1.0		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	4	1.3	1.3	1.3
	Fair	12	4.0	4.0	5.4
	Good	103	34.7	34.7	40.1
	Excellent	178	59.9	59.9	100.0
	Total	297	100.0	100.0	
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	9	3.0	3.1	3.1
	Fair	25	8.4	8.5	11.5
	Good	114	38.4	38.6	50.2
	Excellent	147	49.5	49.8	100.0
	Total	295	99.3	100.0	
Missing	System	2	0.7		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	10	3.4	3.4	3.4
	Fair	35	11.8	11.8	15.2
	Good	122	41.1	41.2	56.4
	Excellent	129	43.4	43.6	100.0
	Total	296	99.7	100.0	
Missing	System	1	0.3		
Total		297	100.0		



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	10	3.4	3.4	3.4
	Fair	23	7.7	7.7	11.1
	Good	124	41.8	41.8	52.9
	Excellent	140	47.1	47.1	100.0
	Total	297	100.0	100.0	
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	4	1.3	1.4	1.4
	Fair	31	10.4	10.5	11.9
	Good	127	42.8	43.2	55.1
	Excellent	132	44.4	44.9	100.0
	Total	294	99.0	100.0	
Missing	System	3	1.0		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	9	3.0	3.1	3.1
	Fair	28	9.4	9.5	12.5
	Good	139	46.8	47.1	59.7
	Excellent	119	40.1	40.3	100.0
	Total	295	99.3	100.0	
Missing	System	2	0.7		
Total		297	100.0		

Q10. On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran Express?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	207	69.7	70.6	70.6
	Neutral	85	28.6	29.0	99.7
	Not important	1	0.3	0.3	100.0
	Total	293	98.7	100.0	
Missing	System	4	1.3		
Total		297	100.0		

Q11. Select the service enhancement that is of most importance to you. (select one only)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More frequent service	10	3.4	100.0	100.0
Missing	System	287	96.6		
Total		297	100.0		



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shorter travel time	40	13.5	100.0	100.0
Missing	System	257	86.5		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Earlier operating hours	3	1.0	100.0	100.0
Missing	System	294	99.0		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Later departing hours	43	14.5	100.0	100.0
Missing	System	254	85.5		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Different destinations	16	5.4	100.0	100.0
Missing	System	281	94.6		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More weekend service	11	3.7	100.0	100.0
Missing	System	286	96.3		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	51	17.2	100.0	100.0
Missing	System	246	82.8		
Total		297	100.0		

Q11Other. Select the service enhancement that is of most importance to you. (select one only) – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	233	78.5	78.5	78.5
	108X SERVICE IS PERFECT	1	0.3	78.8
	4:00 PM DEPARTURES FROM DOWN TOWN WOULD BE GREAT	1	0.3	79.1
	ADD STOP AT RESURRECTION LUTHERAN CHURCH 1ST AVENUE ORO VALEY	1	0.3	79.5
	ADDITIONAL STOPS DOWNTOWN	1	0.3	79.8
	AIRPORT	1	0.3	80.1
	ALLOW STAFF OFF @SPEEDWAY & I-10 ASDB STAFF	1	0.3	80.5
	AN OTHER STOP ON 1ST AVE BETWEEN LAMBERT AND TANGERINE	1	0.3	80.8
	AZ PAVILIONS AEROPARK	1	0.3	81.1
	BEING ON TIME	2	0.7	81.8



2013 Onboard Transit Survey

City of Tucson

Final Report

	Frequency	Percent	Valid Percent	Cumulative Percent
BETTER COORDINATION BETWEEN THE #8 ROUTE AND TIMES OF THIS ONE	1	0.3	0.3	82.2
BETTER PARKING OPTIONS TOO MANY STOPS PUT NOTICES ON YOUR CAR THAT ONLY CUSTOMERS CAN PARK THERE	1	0.3	0.3	82.5
BETTER VALUE	1	0.3	0.3	82.8
BUSES AT BEGINNING OF ROUTE ON TIME	1	0.3	0.3	83.2
CLOSER BUS STOP TO HOME	1	0.3	0.3	83.5
CONTLATAL RANCH	1	0.3	0.3	83.8
COVERED BUS STOP AT VENTANA	1	0.3	0.3	84.2
CREATE ADDL 202X SB AT 6:13 A AND NB AT 5:10 P	1	0.3	0.3	84.5
CURRENT SERVICE IS GOOD	1	0.3	0.3	84.8
DO NOT STOP AT BOMBARDIER	1	0.3	0.3	85.2
DRIVERS THAT ARE EASIER ON THE BRAKES	1	0.3	0.3	85.5
EFFICIENT TRANSFER TO 107X	1	0.3	0.3	85.9
EXPRESS BUS ON SPEEDWAY	1	0.3	0.3	86.2
EXPRESS ROUTE AND 22ND ST DOWNTOWN	1	0.3	0.3	86.5
GO BACK TO PRE-CONSTRUCTION STOPS	1	0.3	0.3	86.9
HAPPY NOW	1	0.3	0.3	87.2
HAVE BENCHES AT EXPRESS STOPS	1	0.3	0.3	87.5
IT WORKS FOR ME	1	0.3	0.3	87.9
KEEP BUS STOP LA OESTA/MAGEE	2	0.7	.07	88.6
KOLB AND I-10	1	0.3	0.3	88.9
LAST BUS TOO LATE OTHR EARLY AND CONNECTIONS	1	0.3	0.3	89.2
LATER DEPARTING HOURS IN BOUND	1	0.3	0.3	89.6
LATER HOURS FOR RIDE HOME THAN THE LAST BUS	1	0.3	0.3	89.9
LINE CLOSER TO GOLF LINKS	1	0.3	0.3	90.2
MAKE CONNECTION TO 107X	1	0.3	0.3	90.6
MORE PICK UPS	1	0.3	0.3	90.9
MORE STOPS DOWNTOWN CLOSER TO LA PLACITA	1	0.3	0.3	91.2
MORE TRANSFER TIME FOR 107X	1	0.3	0.3	91.6
NEED 5:05 PM BUS PLEASE	1	0.3	0.3	91.9
NONE	1	0.3	0.3	92.3
NOT HAVING TO WALK 4+ BLOCKS TO CATCH THE BUS STARTING MONDAY IT WILL BE A LONG WALK AND IM NOT HAPPY ABOUT IT IT MEANS LEAVING WORK MORE THAN 5 MIN EARLY AND MY SUPERVISOR FROWNS ON THIS WHY CANT WE	1	0.3	0.3	92.6
OK AS IS	1	0.3	0.3	92.9
ON TIME SCHEDULE	1	0.3	0.3	93.3
ON TIME SERVICE MORE OFTEN	1	0.3	0.3	93.6

B-29



	Frequency	Percent	Valid Percent	Cumulative Percent
PICK UP DROP OFF AT ARIZONA PAVILLIONS	1	0.3	0.3	93.9
PICK UP FROM WORK 4:20, 4:50 AND 5:20	1	0.3	0.3	94.3
PRICE FOR DISCOUNTED CAR LOWER WAS TOLD IT WOULD BE .50 W/CARD NOT \$1.50 ALSO DRIVERS ARE NOT UP TO SPEED ON HOW IT ALL WORKS	1	0.3	0.3	94.6
PUNCTUAL CONSISTENT ARRIVALS AT STOPS IT HAS BEEN LACKING LATELY	1	0.3	0.3	94.9
REALLY HAPPY	1	0.3	0.3	95.3
RELIABILITY	1	0.3	0.3	95.6
RITA ROAD RAYTHEON LOCATION WOULD BE NICE	1	0.3	0.3	96.0
SAFETY AT BUS STOP	1	0.3	0.3	96.3
SEAT BELTS	1	0.3	0.3	96.6
SMOOTHER RIDE	1	0.3	0.3	97.0
SOME 9 AND5 ROUTES TO GO TO BEAR CANYON	1	0.3	0.3	97.3
STOP AT PARK AND RIDE ONLY	1	0.3	0.3	97.6
STOP NEAR STATE FEDERAL BLDGS AT CHURCH AND GRANDA	1	0.3	0.3	98.0
THE 1ST STOP IN AM IS THE LAST STOP IN PM	1	0.3	0.3	98.3
TURN UP THE TEMP- TOO COLD	1	0.3	0.3	98.7
UPGRADE TO 3-BIKE RACK ON BUSES SINCE THERE SO FEW EXPRESS BUS TRIPS	1	0.3	0.3	99.0
WIFI ON BOARD	1	0.3	0.3	99.3
WINDOW SHADES TO BLOCK SUN	1	0.3	0.3	99.7
WOULD RIDE 104X IF WENT TO THE UA MALL	1	0.3	0.3	100.0
Total	297	100.0	100.0	

Q12. How many additional rides would you make each week if the service enhancement you selected in Question 11 were made?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No change	165	55.6	58.7	58.7
	Less than 1	6	2.0	2.1	60.9
	1-2 rides	54	18.2	19.2	80.1
	3-4 rides	27	9.1	9.6	89.7
	5 or more rides	29	9.8	10.3	100.0
	Total	281	94.6	100.0	
Missing	System	16	5.4		
Total		297	100.0		



Q13. What impact, if any, did the recent introduction of the SunGo smartcard have on your use of public transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride more often	23	7.7	7.8	7.8
	No impact	269	90.6	91.2	99.0
	Ride less often	3	1.0	1.0	100.0
	Total	295	99.3	100.0	
Missing	System	2	0.7		
Total		297	100.0		

Q14. How often do you ride Sun Tran Express?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a week	1	0.3	0.3	0.3
	1-2 times a week	6	2.0	2.0	2.4
	3-4 times a week	80	26.9	26.9	29.3
	5 or more times a week	210	70.7	70.7	100.0
	Total	297	100.0	100.0	

Q15. How long have you been a Sun Tran Express rider?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	54	18.2	18.3	18.3
	1-2 years	60	20.2	20.3	38.6
	3-4 years	73	24.6	24.7	63.4
	5 or more years	108	36.4	36.6	100.0
	Total	295	99.3	100.0	
Missing	System	2	0.7		
Total		297	100.0		

Q16. How would you have made this trip if Sun Tran Express was not available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive own vehicle	254	85.5	100.0	100.0
Missing	System	43	14.5		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride bicycle	4	1.3	100.0	100.0
Missing	System	293	98.7		
Total		297	100.0		



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friend/family member	21	7.1	100.0	100.0
Missing	System	276	92.9		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk	4	1.3	100.0	100.0
Missing	System	293	98.7		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wouldn't make trip	3	1.0	100.0	100.0
Missing	System	294	99.0		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taxi	1	0.3	100.0	100.0
Missing	System	296	99.7		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	8	2.7	100.0	100.0
Missing	System	289	97.3		
Total		297	100.0		

Q17. How do you typically pay for your Sun Tran Express ride?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash fare	15	5.1	5.1	5.1
	Sun Go card	214	72.1	72.3	77.4
	Sun Go ID	9	3.0	3.0	80.4
	Sun Go 1-day Ticket	1	0.3	0.3	80.7
	Sun Go 30-day Ticket	52	17.5	17.6	98.3
	Transfer	5	1.7	1.7	100.0
	Total	296	99.7	100.0	
Missing	System	1	0.3		
Total		297	100.0		



Q18. What is your approximate annual household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$20,000	14	4.7	4.9	4.9
	\$20,001 to \$35,000	33	11.1	11.7	16.6
	\$35,001 to \$50,000	54	18.2	19.1	35.7
	\$50,001 to \$75,000	56	18.9	19.8	55.5
	\$75,001 to \$100,000	33	11.1	11.7	67.1
	More than \$100,000	37	12.5	13.1	80.2
	Decline to respond	56	18.9	19.8	100.0
	Total	283	95.3	100.0	
Missing	System	14	4.7		
Total		297	100.0		

Q19. Are you... (select all that apply)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	74	24.9	100.0	100.0
Missing	System	223	75.1		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black	8	2.7	100.0	100.0
Missing	System	289	97.3		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	185	62.3	100.0	100.0
Missing	System	112	37.7		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian/Pacific Islander	17	5.7	100.0	100.0
Missing	System	280	94.3		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American Indian	10	3.4	100.0	100.0
Missing	System	287	96.6		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	13	4.4	100.0	100.0
Missing	System	284	95.6		
Total		297	100.0		



Q20. Please indicate which languages are spoken in your home. (select all that apply)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	278	93.6	100.0	100.0
Missing	System	19	6.4		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spanish	30	10.1	100.0	100.0
Missing	System	267	89.9		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	10	3.4	100.0	100.0
Missing	System	287	96.6		
Total		297	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Decline to respond	18	6.1	100.0	100.0
Missing	System	279	93.9		
Total		297	100.0		

Q20Other. Please indicate which languages are spoken in your home. (select all that apply) – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		287	96.6	96.6	96.6
	ARABIC	1	0.3	0.3	97.0
	CHINESE	2	0.7	0.7	97.6
	GERMAN	1	0.3	0.3	98.0
	INDONESIAN	1	0.3	0.3	98.3
	KOREAN	2	0.7	0.7	99.0
	RUSSIAN	2	0.7	0.7	99.7
	THAI	1	0.3	0.3	100.0
Total		297	100.0	100.0	

Q21. What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	137	46.1	46.1	46.1
	Female	148	49.8	49.8	96.0
	Decline to respond	12	4.0	4.0	100.0
Total		297	100.0	100.0	



Q22. What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 to 18	2	0.7	0.7	0.7
	19 to 24	13	4.4	4.4	5.1
	25 to 44	52	17.5	17.6	22.6
	45 to 64	190	64.0	64.2	86.8
	65 or older	22	7.4	7.4	94.3
	Decline to respond	17	5.7	5.7	100.0
	Total	296	99.7	100.0	
Missing	System	1	0.3		
Total		297	100.0		

Q23. What is your most common source of information about Sun Tran Express service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home	48	16.2	16.6	16.6
	Work	136	45.8	47.1	63.7
	School	1	0.3	0.3	64.0
	No access	3	1.0	1.0	65.1
	Library	4	1.3	1.4	66.4
	Cell phone/mobile device	30	10.1	10.4	76.8
	Other	67	22.6	23.2	100.0
	Total	289	97.3	100.0	
Missing	System	8	2.7		
Total		297	100.0		

Q23Other. What is your most common source of information about Sun Tran Express service? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		231	77.8	77.8	77.8
	BOOK	1	0.3	0.3	78.1
	BUS DRIVER	4	1.3	1.3	79.5
	CO WORKER	1	0.3	0.3	79.8
	EMAIL	4	1.3	1.3	81.1
	INTERNET	44	14.8	14.8	96.0
	IPAD TABLET	1	0.3	0.3	96.3
	ON BUS	3	1.0	1.0	97.3
	OTHER RIDERS	3	1.0	1.0	98.3
	SCHEDULE BOOK	3	1.0	1.0	99.3
	SUN TRAN WEBSITE	2	0.7	0.7	100.0
	Total	297	100.0	100.0	



Q24. What is your home ZIP code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	85174	2	0.7	0.7	0.7
	85641	13	4.4	4.5	5.2
	85653	5	1.7	1.7	6.9
	85658	2	0.7	0.7	7.6
	85701	2	0.7	0.7	8.3
	85704	23	7.7	8.0	16.3
	85705	6	2.0	2.1	18.4
	85706	1	0.3	0.3	18.7
	85710	30	10.1	10.4	29.2
	85711	4	1.3	1.4	30.6
	85712	8	2.7	2.8	33.3
	85713	2	0.7	0.7	34.0
	85715	7	2.4	2.4	36.5
	85716	1	0.3	0.3	36.8
	85718	5	1.7	1.7	38.5
	85719	4	1.3	1.4	39.9
	85725	2	0.7	0.7	40.6
	85730	11	3.7	3.8	44.4
	85734	1	0.3	0.3	44.8
	85737	25	8.4	8.7	53.5
	85739	6	2.0	2.1	55.6
	85741	28	9.4	9.7	65.3
	85742	25	8.4	8.7	74.0
	85743	25	8.4	8.7	82.6
	85745	5	1.7	1.7	84.4
	85746	1	0.3	0.3	84.7
	85747	8	2.7	2.8	87.5
	85748	6	2.0	2.1	89.6
	85749	8	2.7	2.8	92.4
	85750	7	2.4	2.4	94.8
	85755	13	4.4	4.5	99.3
	85756	1	0.3	0.3	99.7
	85757	1	0.3	0.3	100.0
	Total	288	97.0	100.0	
Missing	System	9	3.0		
Total		297	100.0		



Q25. Are you employed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	274	92.3	93.5	93.5
	Part-time	10	3.4	3.4	96.9
	Unemployed	9	3.0	3.1	100.0
	Total	293	98.7	100.0	
Missing	System	4	1.3		
Total		297	100.0		

Q26. Are you a student?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	12	4.0	4.2	4.2
	Part-time	7	2.4	2.4	6.6
	Not a student	270	90.9	93.4	100.0
	Total	289	97.3	100.0	
Missing	System	8	2.7		
Total		297	100.0		



This Page Intentionally Left Blank.



Appendix C Downtown Loop

Downtown Loop riders were surveyed across six weekdays between Wednesday, September 11 and Thursday, September 26, 2013. The instrument was designed to reflect conditions and travel patterns specific to the Downtown Loop service. Riders were asked to provide information regarding their trip purpose, frequency of use, opinions regarding the service's strengths and weaknesses, and personal demographic characteristics. A total of 137 completed surveys were collected on the Downtown Loop.

The survey was offered in English and Spanish. The majority of respondents (93.4 percent) chose to complete the survey in English. Only nine respondents completed the survey in Spanish.

The sampling target for the Downtown Loop service took into account the actual daily ridership average. The target was calculated to ensure statistical accuracy at a 95 percent confidence level and a ± 5 percent margin of error. The sampling target was surpassed by one response.

Surveys were collected throughout the day, across all day-parts during which the service operates. For this survey, day-parts were considered as follows:

- Morning Peak – 5:00 a.m. to 8:59 a.m.
- Midday A.M. – 9:00 a.m. to 11:59 a.m.
- Midday P.M. – 12:00 p.m. to 2:59 p.m.
- Afternoon Peak – 3:00 p.m. to 6:59 p.m.
- Evening – 7:00 p.m. to end of service

Exhibit C.1 Sampling by Day-Part

Day-Part	Surveys Collected
Morning Peak	1
Midday A.M.	35
Midday P.M.	55
Afternoon Peak	46
Evening ¹	0
Total	137

¹ The Downtown Loop does not operate during the evening day-part.



Section 1: Tell us about THIS trip

Question 1. Date/Time

The majority of responses were collected on September 12 (33.6 percent) and September 18 (44.5 percent). Trip time information was used primarily to verify the number of the trip being surveyed.

Question 2. Where did you board the Downtown Loop for this trip?

Question 3. Where will you get off the Downtown Loop for this trip?

We asked riders their boarding and alighting locations to better understand common origin-destination pairs. These locations were geocoded and plotted using ArcGIS 10.1. Exhibit C.2 illustrates the boarding and alighting patterns for the Downtown Loop.



Exhibit C.2 Downtown Loop Origin-Destination Map



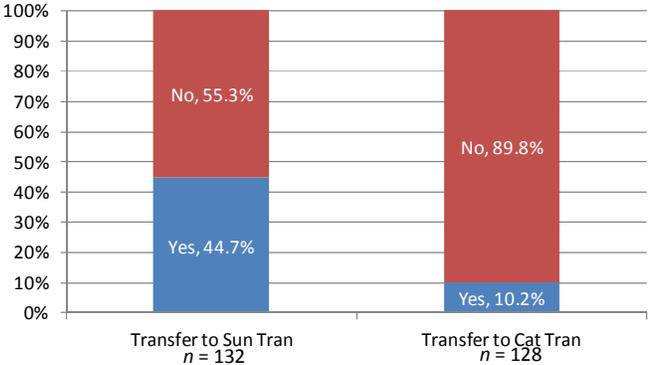
Question 4. Does this trip include a transfer to/from another Sun Tran service?

Approximately 45 percent of surveyed Downtown Loop riders indicated they made or would make a transfer to or from a Sun Tran line. This relatively high rate of transfer is likely due to the Loop’s function as a local circulator service in and near downtown Tucson. Many riders likely use another Sun Tran line to travel to downtown from other points in the region and then use the Loop to travel within Downtown.

Question 5. Does this trip include a transfer to/from another Cat Tran service?

Just over ten percent of respondents indicated their trip included a transfer to/from a Cat Tran line.

Exhibit C.3 Transfers to Sun Tran and Cat Tran

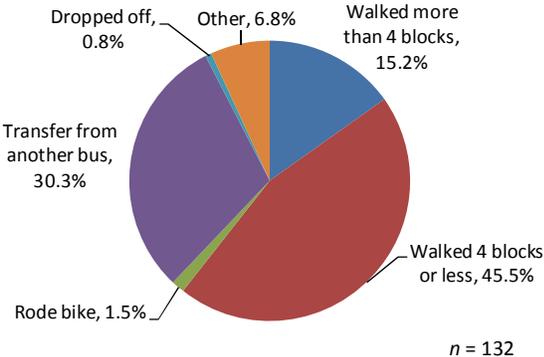


Twelve respondents also indicated transferring to/from both Sun Tran and Cat Tran as part of their trip.

Question 6: How did you get to the bus stop for this trip?

More than 60 percent of respondents reach the bus stop on foot, with the majority of those walking four blocks or less. More than 30 percent transferred from another bus, which is consistent with the high rate of transfers cited in Questions 4 and 5. (Note: Respondents were not given the opportunity to specify regarding “other” responses in this question.)

Exhibit C.4 Bus Stop Access



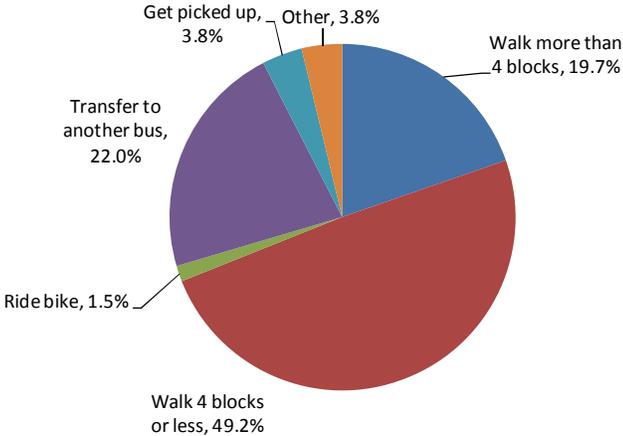
C-4



Question 7: How will you travel to your destination once you get off this bus?

Nearly 69 percent of respondents indicated they would walk to their final destination from the bus stop at which they alighted, with the majority of those indicating they would walk less than four blocks. A significant share (22 percent) noted they would transfer to another bus in order to reach their final destination, which is also consistent with prior data regarding the incidence of transfers. Not surprisingly, “ride bike” is consistent for travel both to and from the bus stop. (Note: Respondents were not given the opportunity to specify regarding “other” responses in this question.)

Exhibit C.5 Destination Access

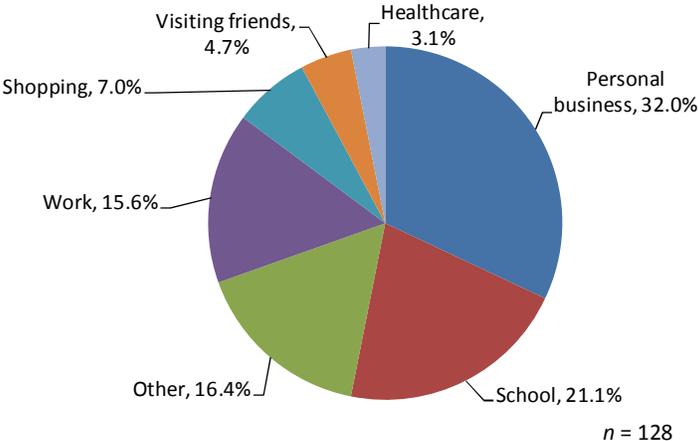


Question 8: What is the primary purpose for this trip?

The most common trip purpose, cited by nearly one-third of respondents, was “personal business,” which could include various errands such as trips to the bank, post office, picking children up at school/day care, and other trips that do not fit into the categories provided as response options. Following personal business trips, school was cited by 21 percent of respondents as their trip purpose. This high percentage of school trips is likely made up of University of Arizona (UA) students, which is connected to Downtown Tucson by UA’s Cat Tran service.

The majority of “other” responses that specified a trip purpose could have also have been classified as personal business. “Other” responses consisted of library (2 responses), job search (3 responses), and home (4 responses). However, a large portion (57.1 percent) of those who responded “other” did not specify another trip purpose.

Exhibit C.6 Trip Purpose



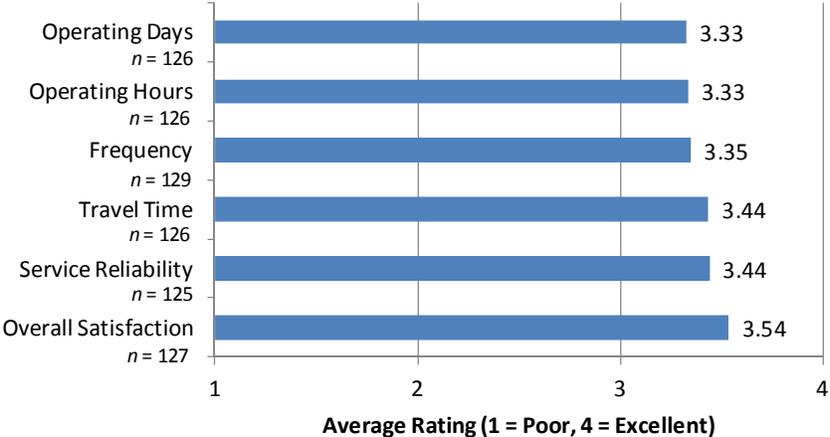
Section 2: Tell us about our service

Question 9: On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Downtown Loop service attributes.

Respondents were asked to rate the Downtown Loop’s operating days, operating hours, frequency, travel time, service reliability, and give their overall satisfaction with the service. Surveyed riders gave an average overall system rating of 3.54 out of four, indicating relatively high overall satisfaction. While there was not substantial variation in ratings across different service attributes, riders tended to be most satisfied with the Loop’s service reliability, and slightly less satisfied with its operating days and service hours. The somewhat lower satisfaction with service days and hours is likely due in part to the fact that the Downtown Loop only operates on weekdays and does not operate after 5:30 p.m.

Interestingly, riders’ overall satisfaction with the service was higher than their satisfaction with any of the more specific attributes we asked them to rate. This could be due to high satisfaction with attributes that we did not ask respondents to rate but may still be key in influencing their overall opinion of the service, such as vehicle cleanliness, safety at bus stops, onboard comfort, etc.

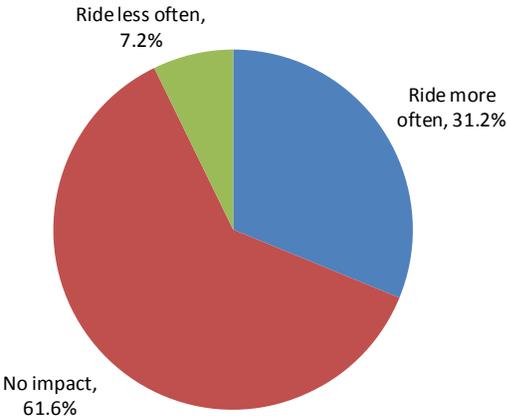
Exhibit C.7 Service Ratings



Question 10: What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit?

While the majority of respondents (62 percent) indicated that introducing the SunGo card did not affect how often they use public transit, nearly one-third reported using public transit more often as a result of the new payment method. Those who reported riding more may have increased their transit use as using a SunGo card makes payment more convenient. In particular, it does not require carrying exact change, and passes can be renewed online instead of needing to travel to a vending location. Very few respondents noted a reduction in trips related to the introduction of the smartcard.

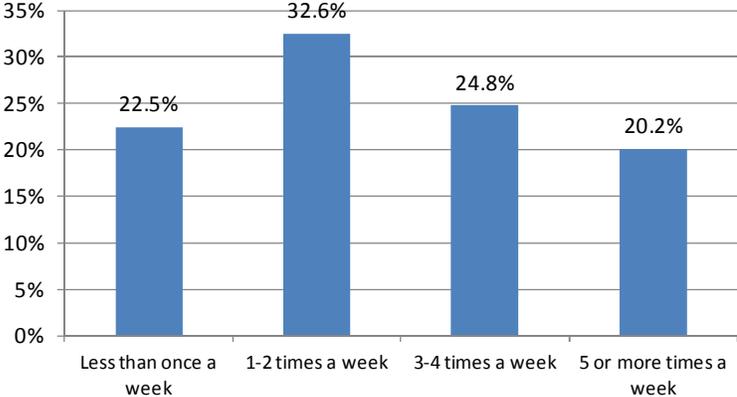
Exhibit C.8 SunGo Smart Card Influence on Transit Use



Question 11: How often do you ride the Downtown Loop?

Frequency of use of the Downtown Loop is spread relatively evenly across all categories. The most frequently cited response was “1-2 times a week” (32.6 percent), with “5 or more times a week” the least frequently cited response (20.2 percent). More than half of respondents said they ride twice a week or less.

Exhibit C.9 Usage Frequency

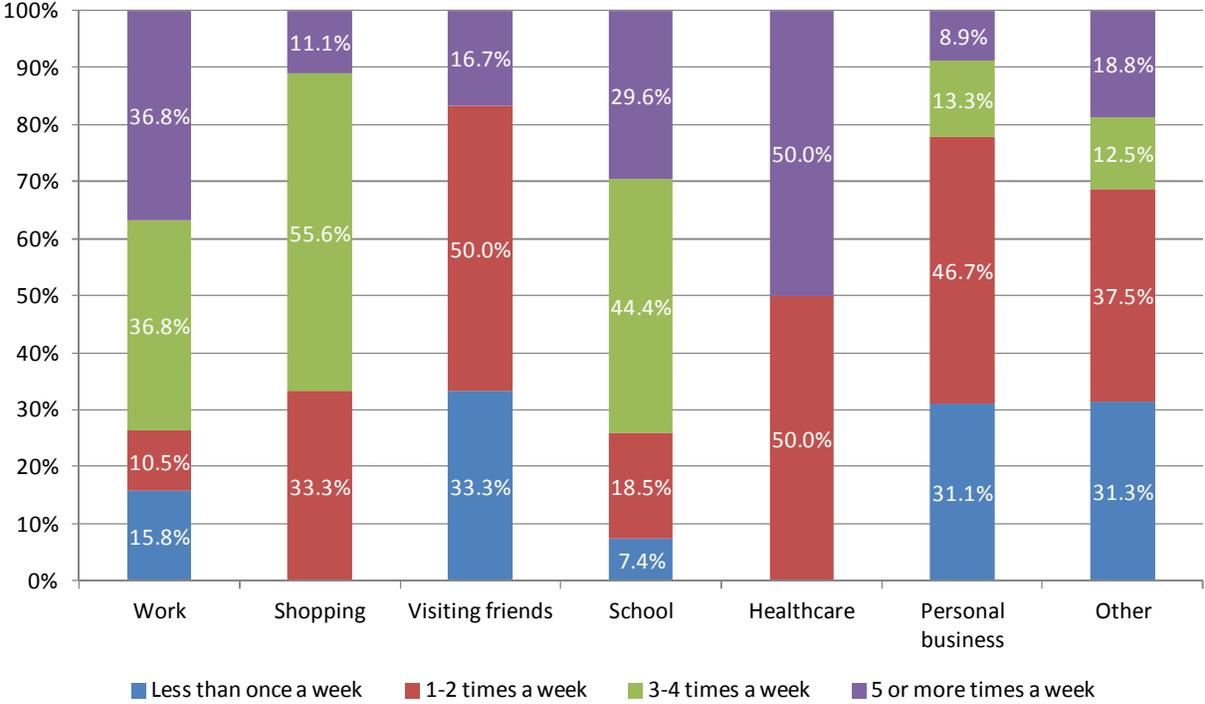


n = 129



As the cross-tabulation in Exhibit C.10 shows, this relatively infrequent usage by many riders is likely correlated with the fact that nearly a third of riders selected “personal business” as their trip purpose. Given such trips are not necessarily regular, those reporting “personal business” as trip purpose likely use the Downtown Loop only to fulfill that trip purpose and therefore are not very frequent users. In contrast, those who reported traveling to work or school were more likely to be frequent users.

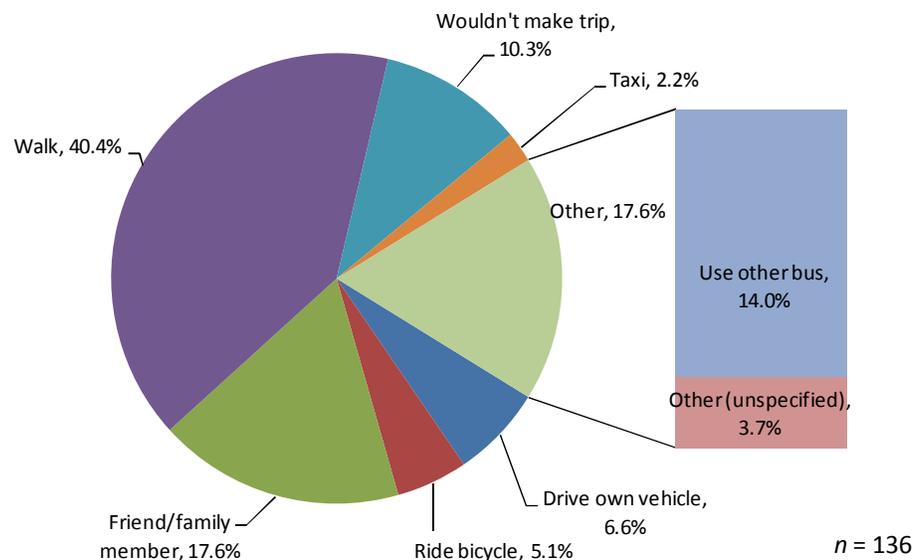
Exhibit C.10 Usage Frequency versus Trip Purpose



Question 12: How would you have made this trip if the Downtown Loop was not available?

The greatest share of respondents (40.4 percent) indicated they would walk to their destination if the Downtown Loop was not available, followed by those who would get a ride from a friend or family member (17.6 percent). Although included in the “other” category, 14 percent of surveyed riders indicated they would make their Downtown Loop trip on another transit service. The relatively high percentage of respondents indicating using another bus may be due to the large number of bus lines that operate within the Downtown Loop’s service area, thus providing possible alternative routes. Relatively few (just over ten percent) said they would not make the trip.

Exhibit C.11 Alternative Travel Modes



Section 3: Tell us about you

Question 13: Are you... [Respondents were asked to describe their ethnicity]

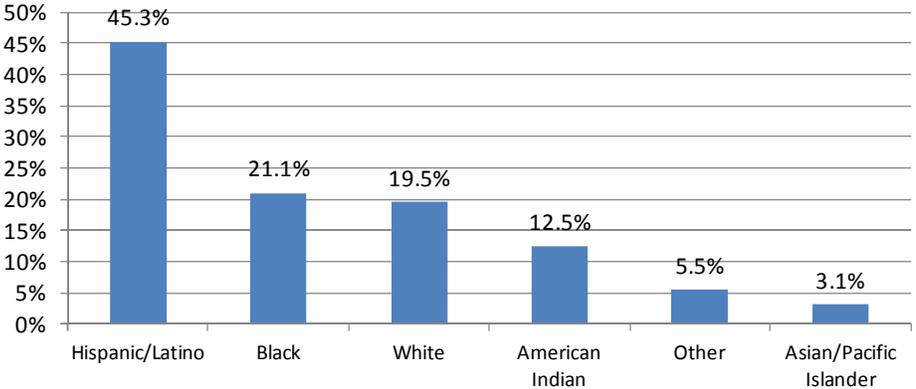
Slightly more than 45 percent of respondents identified themselves as Hispanic or Latino. This is consistent with Census 2010 data, wherein 41.6 of Tucson residents identified themselves as Hispanic or Latino. Slightly more than 21 percent identified as Black, while fewer than 20 percent identified themselves as White. This is not consistent with Census 2010, where nearly 70 percent identified themselves as White (47.2 percent as White alone) and only five percent identified as Black or African American. (Note: Given respondents were allowed to select more than one answer, as many individuals identify with more than one race, the proportions of respondents indicating each race add up to more than 100 percent.)

Survey respondents were also far more likely than the general Tucson population to identify as American Indian. More than 12 percent of respondents identified themselves as American Indian, as compared to the less than three percent of the general Tucson population identifying themselves as American Indian/Alaskan Native.



With such an ethnically diverse ridership base, any marketing materials specific to the Downtown Loop should reflect this diversity.

Exhibit C.12 Rider Ethnicity

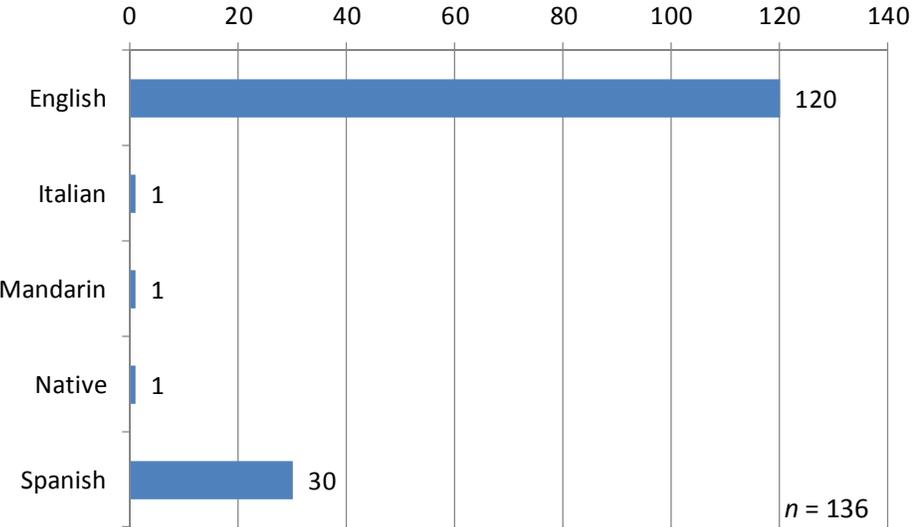


n = 128; multiple answers allowed

Question 14: Please indicate which languages are spoken in your home.

Most respondents (88 percent) reported speaking English at home, although more than 21 percent spoke Spanish. Among the two percent who reported speaking some other language at home, respondents indicated speaking Mandarin, Italian, and a native language. (Note: Given respondents were allowed to select more than one answer, as more than one language is spoken in some households, the proportions of respondents speaking each language add up to more than 100 percent.)

Exhibit C.13 Language Spoken at Home



n = 136

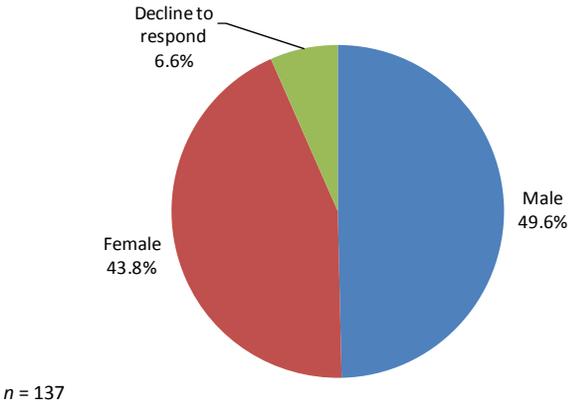
C-12



Question 15: What is your gender?

Approximately half of respondents identified as male, while 44 percent identified as female. Nearly seven percent of respondents declined to indicate their gender. Given Census 2010 estimates Tucson’s general population to be equally divided between male and female, our sample may be slightly skewed toward males. However, the presence of “decline to respond” answers presents a sufficient margin of error that there may be no inconsistency (e.g., should the majority of the “decline to respond” respondents be female).

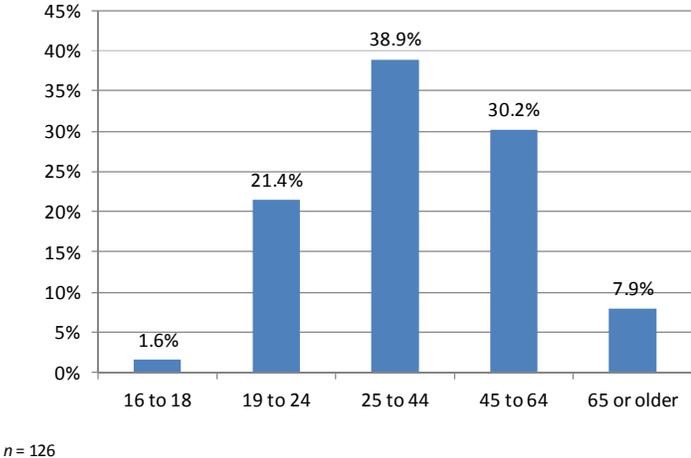
Exhibit C.14 Gender



Question 16: What is your age?

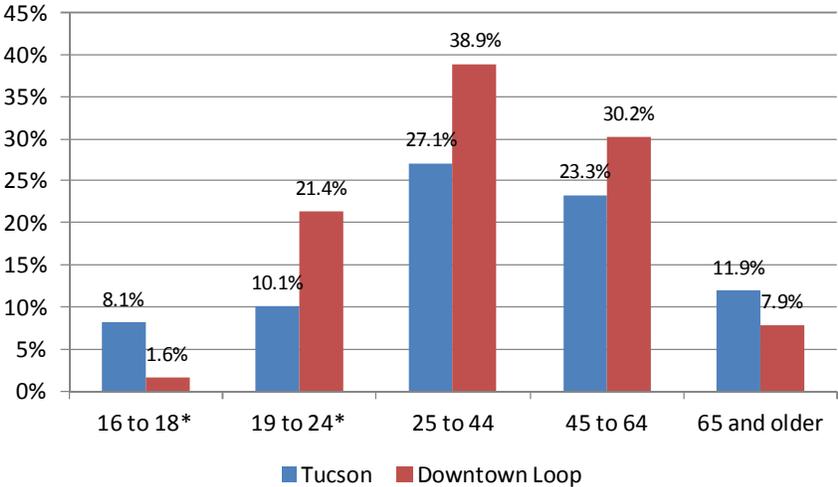
The largest share of respondents (nearly 40 percent) reported being 25 to 44 years old, followed by those indicating they were 45 to 64 years old. However, considering the small range of their age bracket, 19- to 24-year-olds comprise a significant share (21 percent) of riders. The fairly large portion of surveyed riders in this age bracket is likely connected to the significant share who reported being at least a part-time student (see Question 20).

Exhibit C.15 Age



When compared to the age distribution of the city as a whole, the youngest and oldest age ranges are somewhat undersampled, while the others are oversampled. This oversampling, particularly in the 19 to 24 age range, is likely due to the service’s proximity to Pima Community College and connections to Cat Tran at the Ronstadt Transit Center.

Exhibit C.16 Age vs. Tucson Population²



² The 2010 Census uses slightly different bounds for these categories (15 to 19 and 20 to 24). As a result, this comparison is not exact, instead providing a rough idea of how the age groups compare to one another.



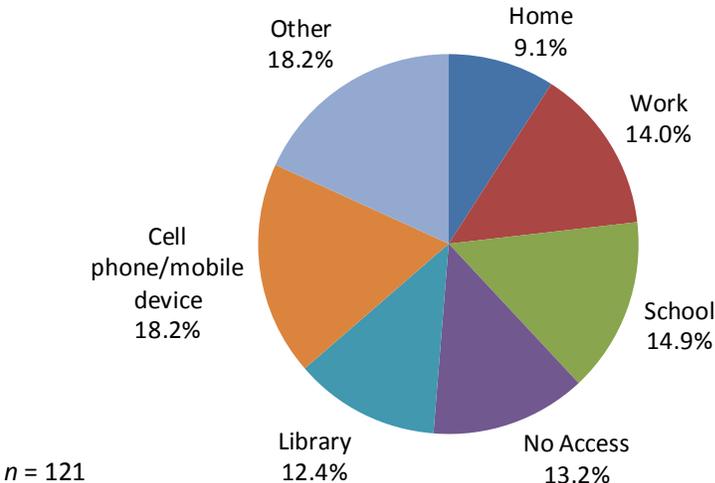
Question 17: What is your most common source of information about the Downtown Loop service?

As Exhibit C.17 shows, respondents indicated fairly diverse methods of obtaining service information, with none standing out as the primary source. The largest shares of riders reported obtaining service information through their cell phone or mobile device or through “other” sources (18 percent each). Among the 22 respondents who indicated some “other” source, seven reported getting service information by “word of mouth,” while the remainder did not specify the source they used.

What this question primarily reveals is that Downtown Loop riders access information from a wide variety of locations. What it does not reveal in detail is the method they use to access information from those locations (i.e., online versus print media). Further investigation is required to determine the type of information being accessed at these locations.

More than 13 percent of respondents cited having no access to service information.

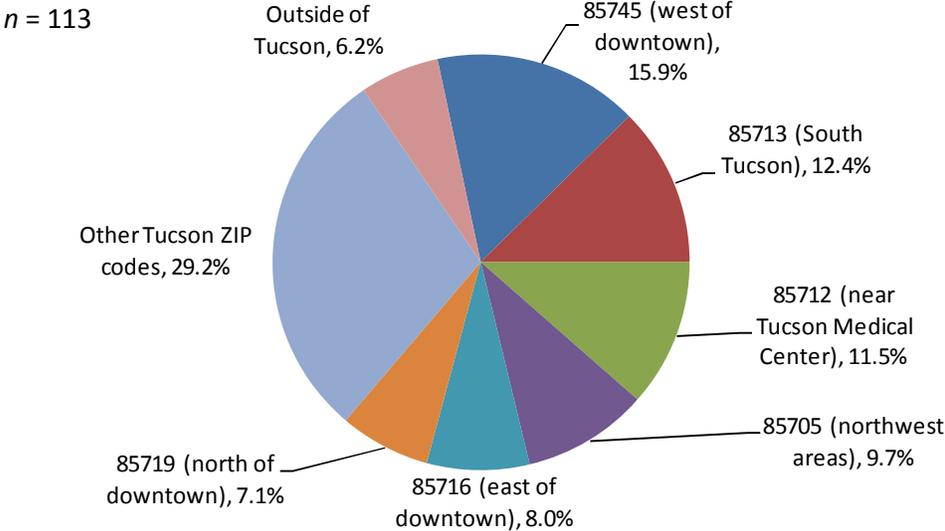
Exhibit C.17 Typical Information Source



Question 18: What is your home zip code?

The largest share of riders (16 percent) cited living in the 85475 ZIP code, which is located west of downtown directly across the Santa Cruz River. As the Downtown Loop route travels through this ZIP code, it is not surprising a significant share of the Loop’s riders reside there. Other common ZIP codes reported suggest that the majority of the Downtown Loop’s riders live in more central areas of Tucson, within several miles of downtown. Another 29 percent of riders reported a Tucson ZIP code located outside of the downtown area. Just over six percent cited living outside of Tucson (e.g., Glendale, Nogales, Mesa, etc.).

Exhibit C.18 Home ZIP Code



Question 19: Are you employed?

The majority of Downtown Loop riders (58 percent) reported being unemployed, which could include looking for work, working outside the formal job sector (e.g., homemaker), or being a student. In fact, responses to Question 20 indicate more than one-third of respondents were at least part-time students. To investigate whether the high proportion of respondents who are students in part explains the high unemployment rate among surveyed riders, we created the data cross-tabulation shown in Exhibit C.19. The data shows students are more likely to report themselves as unemployed than non-students, presumably because school obligations may prevent them from having employment in the traditional sense, or because they do not consider themselves employed.

Exhibit C.19 Employment Status

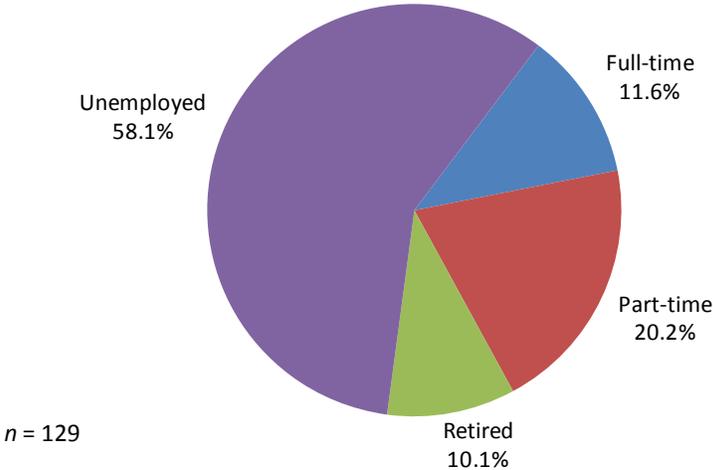


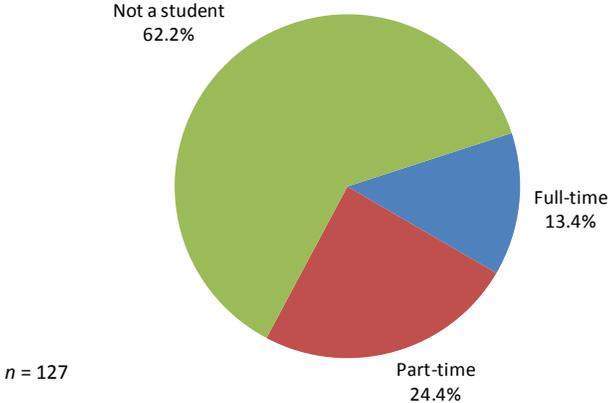
Exhibit C.19 Employment Status versus Student Status



Question 20: Are you a student?

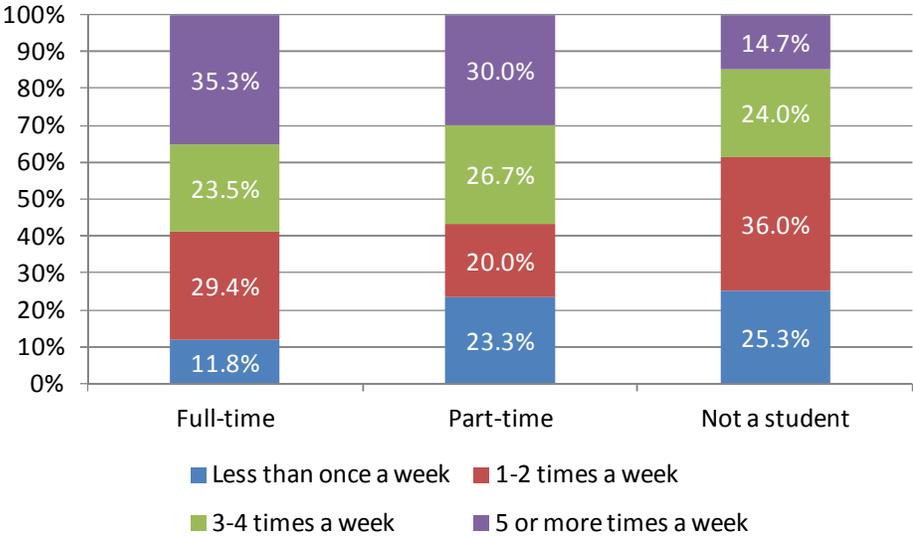
More than one-third of surveyed Downtown Loop riders indicated they were at least part-time students. This high percentage of riders who are students is likely due to the presence of Pima Community College and the University of Arizona’s Tucson campus nearby.

Exhibit C.20 Student Status



Those who said they were students were more likely to ride three or more times per week than those who said they were not students.

Exhibit C.21 Student Status versus Frequency of Usage



Simple Frequencies

Note: Percentages are rounded, which may result in some inconsistencies in the percentage totals.

Survey Response Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	128	93.4	93.4	93.4
	Spanish	9	6.6	6.6	100.0
	Total	137	100.0	100.0	

Q.4 Does this trip include a transfer to/from another Sun Tran service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	59	43.1	44.7	44.7
	No	73	53.3	55.3	100.0
	Total	132	96.4	100.0	
Missing	System	5	3.6		
Total		137	100.0		

Q5. Does this trip include a transfer to/from another Cat Tran service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	9.5	10.2	10.2
	No	115	83.9	89.8	100.0
	Total	128	93.4	100.0	
Missing	System	9	6.6		
Total		137	100.0		

Q6. How did you get to the bus stop for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walked more than 4 blocks	20	14.6	15.2	15.2
	Walked 4 blocks or less	60	43.8	45.5	60.6
	Rode bike	2	1.5	1.5	62.1
	Transfer from another bus	40	29.2	30.3	92.4
	Dropped off	1	0.7	0.8	93.2
	Other	9	6.6	6.8	100.0
	Total	132	96.4	100.0	
Missing	System	5	3.6		
Total		137	100.0		



Q7. How will you travel to your destination once you get off this bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk more than 4 blocks	26	19.0	19.7	19.7
	Walk 4 blocks or less	65	47.4	49.2	68.9
	Ride bike	2	1.5	1.5	70.5
	Transfer to another bus	29	21.2	22.0	92.4
	Get picked up	5	3.6	3.8	96.2
	Other	5	3.6	3.8	100.0
	Total	132	96.4	100.0	
Missing	System	5	3.6		
Total		137	100.0		

Q8. What is your primary purpose for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Work	20	14.6	15.6	15.6
	Shopping	9	6.6	7.0	22.7
	Visiting friends	6	4.4	4.7	27.3
	School	27	19.7	21.1	48.4
	Healthcare	4	2.9	3.1	51.6
	Personal business	41	29.9	32.0	83.6
	Other	21	15.3	16.4	100.0
	Total	128	93.4	100.0	
Missing	System	9	6.6		
Total		137	100.0		

Q8.Other What is your primary purpose for this trip? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		128	93.4	93.4	93.4
	LIBRARY	2	1.5	1.5	94.9
	JOB SEARCH	3	2.2	2.2	97.1
	HOME	4	2.9	2.9	100.0
	Total	137	100.0	100.0	

Q9a: On a scale of 1 to 4, rate the following Downtown Loop service attributes: Service frequency.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	8	5.8	6.2	6.2
	Fair	12	8.8	9.3	15.5
	Good	36	26.3	27.9	43.4
	Excellent	73	53.3	56.6	100.0
	Total	129	94.2	100.0	
Missing	System	8	5.8		
Total		137	100.0		



Q9b: On a scale of 1 to 4, rate the following Downtown Loop service attributes: Time it takes to reach destination.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	4	2.9	3.2	3.2
	Fair	8	5.8	6.3	9.5
	Good	43	31.4	34.1	43.7
	Excellent	71	51.8	56.3	100.0
	Total	126	92.0	100.0	
Missing	System	11	8.0		
Total		137	100.0		

Q9c: On a scale of 1 to 4, rate the following Downtown Loop service attributes: Operating hours.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	9	6.6	7.1	7.1
	Fair	9	6.6	7.1	14.3
	Good	39	28.5	31.0	45.2
	Excellent	69	50.4	54.8	100.0
	Total	126	92.0	100.0	
Missing	System	11	8.0		
Total		137	100.0		

Q9d: On a scale of 1 to 4, rate the following Downtown Loop service attributes: Operating days.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	8	5.8	6.3	6.3
	Fair	10	7.3	7.9	14.3
	Good	41	29.9	32.5	46.8
	Excellent	67	48.9	53.2	100.0
	Total	126	92.0	100.0	
Missing	System	11	8.0		
Total		137	100.0		

Q9e: On a scale of 1 to 4, rate the following Downtown Loop service attributes: Reliability of service.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	5	3.6	4.0	4.0
	Fair	8	5.8	6.4	10.4
	Good	39	28.5	31.2	41.6
	Excellent	73	53.3	58.4	100.0
	Total	125	91.2	100.0	
Missing	System	12	8.8		
Total		137	100.0		



Q9f: On a scale of 1 to 4, rate the following Downtown Loop service attributes: Overall satisfaction.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	4	2.9	3.1	3.1
	Fair	6	4.4	4.7	7.9
	Good	35	25.5	27.6	35.4
	Excellent	82	59.9	64.6	100.0
	Total	127	92.7	100.0	
Missing	System	10	7.3		
Total		137	100.0		

Q10. What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride more often	39	28.5	31.2	31.2
	No impact	77	56.2	61.6	92.8
	Ride less often	9	6.6	7.2	100.0
	Total	125	91.2	100.0	
Missing	System	12	8.8		
Total		137	100.0		

Q11. How often do you ride the Downtown Loop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a week	29	21.2	22.5	22.5
	1-2 times a week	42	30.7	32.6	55.0
	3-4 times a week	32	23.4	24.8	79.8
	5 or more times a week	26	19.0	20.2	100.0
	Total	129	94.2	100.0	
Missing	System	8	5.8		
Total		137	100.0		

Q12. How would you have made this trip if the Downtown Loop was not available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive own vehicle	9	6.6	6.6	6.6
	Ride bicycle	7	5.1	5.1	11.8
	Friend/family member	24	17.5	17.6	29.4
	Walk	55	40.1	40.4	69.8
	Wouldn't make trip	14	10.2	10.3	80.1
	Taxi	3	2.2	2.2	82.3
	Other	24	17.5	17.6	100.0
	Missing	System	1	0.7	
Total		137	100.0	100.0	



Q12.Other. How would you have made this trip if the Downtown Loop was not available?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	118	86.1	86.1	86.1
OTHER BUS	19	13.9	13.9	100.0
Total	137	100.0	100.0	

Q13. Are you...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	58	42.3	42.3	42.3
Hispanic/Latino	27	19.7	19.7	62.0
Black	25	18.2	18.2	78.2
White	4	2.9	2.9	81.1
Asian/Pacific Islander	16	11.7	11.7	92.8
American Indian	7	5.1	5.1	100.0
Other	137	100.0	100.0	
Total				

Q14.1. Please indicate which languages are spoken in your home. (Choose all that apply) – English.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	120	87.6	100.0	100.0
English	17	12.4		
Missing System	137	100.0		
Total				

Q14.2. Please indicate which languages are spoken in your home. (Choose all that apply) – Spanish.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30	21.9	100.0	100.0
Spanish	107	78.1		
Missing System	137	100.0		
Total				

Q14.3. Please indicate which languages are spoken in your home. (Choose all that apply) – Other/Decline to Respond.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2.2	75.0	75.0
Other	1	0.7	25.0	100.0
Decline to respond	4	2.9	100.0	
Total	133	97.1		
Missing System	137	100.0		
Total				



Q14. Other. Please indicate which languages are spoken in your home. (Choose all that apply) – Other (specify).

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	134	97.8	97.8	97.8
ITALIAN	1	0.7	0.7	98.5
MANDARIN	1	0.7	0.7	99.3
NATIVE	1	0.7	0.7	100.0
Total	137	100.0	100.0	

Q15. What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	68	49.6	49.6	49.6
Male	60	43.8	43.8	93.4
Female	9	6.6	6.6	100.0
Decline to respond	137	100.0	100.0	
Total				

Q16. What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1.5	1.5	1.5
16 to 18	27	19.7	19.7	21.2
19 to 24	49	35.8	35.8	56.9
25 to 44	38	27.7	27.7	84.7
45 to 64	10	7.3	7.3	92.0
65 or older	11	8.0	8.0	100.0
Decline to respond	137	100.0	100.0	
Total				

Q17. What is your most common source of information about the Downtown Loop service?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	8.0	9.1	9.1
Home	17	12.4	14.0	23.1
Work	18	13.1	14.9	38.0
School	16	11.7	13.2	51.2
No access	15	10.9	12.4	63.6
Library	22	16.1	18.2	81.8
Cell phone/mobile device	22	16.1	18.2	100.0
Other	121	88.3	100.0	
Total	16	11.7		
Missing	137	100.0		
System				
Total				



Q.17.Other What is your most common source of information about the Downtown Loop service? – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	123	89.8	89.8	89.8
BUS STATION	2	1.5	1.5	91.2
DRIVER	1	0.7	0.7	92.0
INTERNET	1	0.7	0.7	92.7
SUN GO GUIDE	1	0.7	0.7	93.4
SUN TRAN	2	1.5	1.5	94.9
WORD OF MOUTH	7	5.1	5.1	100.0
Total	137	100.0	100.0	

Q18. What is your home zip code?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
45705	1	0.7	0.9	0.9
81712	1	0.7	0.9	1.8
85205	1	0.7	0.9	2.7
85305	2	1.5	1.8	4.4
85621	1	0.7	0.9	5.3
85629	1	0.7	0.9	6.2
85700	1	0.7	0.9	7.1
85701	5	3.6	4.4	11.5
85705	10	7.3	8.8	20.4
85706	7	5.1	6.2	26.5
85710	5	3.6	4.4	31.0
85711	3	2.2	2.7	33.6
85712	12	8.8	10.6	44.2
85713	14	10.2	12.4	56.6
85714	5	3.6	4.4	61.1
85715	3	2.2	2.7	63.7
85716	9	6.6	8.0	71.7
85719	8	5.8	7.1	78.8
85730	2	1.5	1.8	80.5
85735	1	0.7	0.9	81.4
85740	1	0.7	0.9	82.3
85745	18	13.1	15.9	98.2
85746	1	0.7	0.9	99.1
92804	1	0.7	0.9	100.0
Total	113	82.5	100.0	
Missing				
System	24	17.5		
Total	137	100.0		



Q19. Are you employed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	15	10.9	11.6	11.6
	Part-time	26	19.0	20.2	31.8
	Retired	13	9.5	10.1	41.9
	Unemployed	75	54.7	58.1	100.0
	Total	129	94.2	100.0	
Missing	System	8	5.8		
Total		137	100.0		

Q20. Are you a student?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	17	12.4	13.4	13.4
	Part-time	31	22.6	24.4	37.8
	Not a student	79	57.7	62.2	100.0
	Total	127	92.7	100.0	
Missing	System	10	7.3		
Total		137	100.0		



Appendix D

Sun Shuttle

Sun Shuttle riders were surveyed between Tuesday, September 10 and Friday, September 20, 2013. The instrument was designed to reflect conditions and travel patterns specific to the Sun Shuttle service. Riders were asked to provide information regarding their trip purpose, frequency of use, opinions regarding the service’s strengths and weaknesses, and personal demographic characteristics. A total of 339 completed surveys were collected on Sun Shuttle.

The survey was offered in English and Spanish. The majority of respondents (98.2 percent) chose to complete the survey in English. Only six respondents completed the survey in Spanish.

Sampling targets took into account actual daily ridership averages for each route. Route-specific targets were calculated to ensure statistical accuracy at a 95 percent confidence level and a ± 5 percent margin of error. Sampling targets were achieved for most routes, resulting in a sample 4.3 percent greater than our target. Sampling targets were not achieved for Routes 401 and 486 due the methodology used. Given the distance and duration of Routes 401 and 486, staffing the routes with a surveyor was not deemed cost-effective. Therefore, Sun Tran/Veolia approved a driver-distributed self-administered methodology for these routes. As such, we had little control over the number of responses received, as they were all returned via postage-paid return mail. The reduced sample size for these routes was approved by Sun Tran/Veolia prior to the conclusion of data collection.

Exhibit D.1 Sampling by Route

Route	Sample Target	Surveys Collected
401	35	14
410	23	25
411	14	19
412	31	33
413	39	39
421	37	40
430	39	40
440	54	82
450	18	18
486	35	29
Total	325	339

D-1



Surveys were collected throughout the day, across all day-parts. For this survey, day-parts were considered as follows:

- Morning Peak – 5:00 a.m. to 8:59 a.m.
- Midday A.M. – 9:00 a.m. to 11:59 a.m.
- Midday P.M. – 12:00 p.m. to 2:59 p.m.
- Afternoon Peak – 3:00 p.m. to 6:59 p.m.
- Evening – 7:00 p.m. to end of service

Exhibit D.2 Sampling by Day-Part

Day-Part	Surveys Collected
Morning Peak	82
Midday A.M.	153
Midday P.M.	71
Afternoon Peak	31
Evening	2
Total	339

Section 1: Tell us about THIS trip

Question 1: What Sun Shuttle route are you telling us about today? [respondents were asked to indicate the date and time of their trip]

All Sun Shuttle routes were represented within the survey. The largest number of responses was collected from Route 440, which comprised 24.2 percent of the sample. Route 401 was least represented, making up just 4.1 percent.

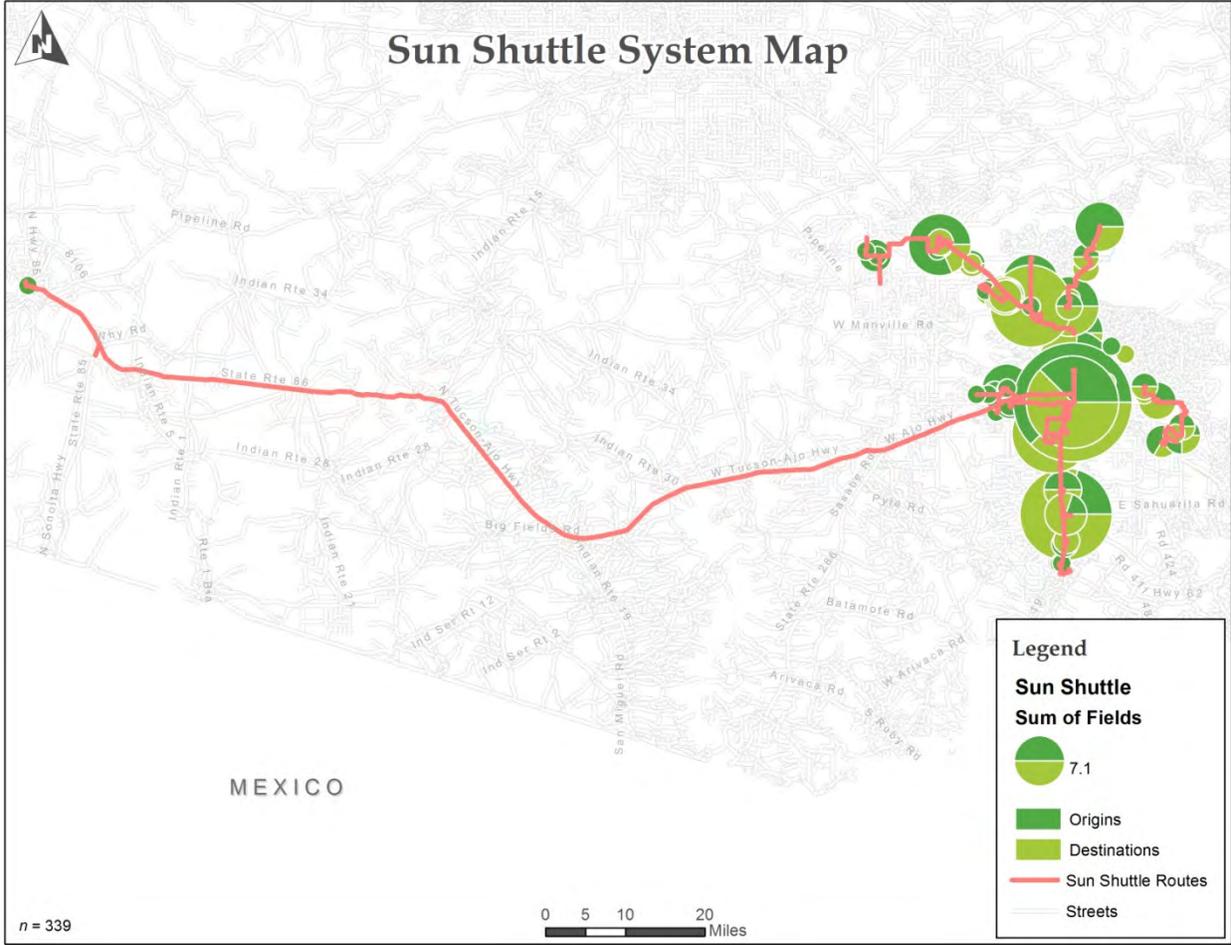
Question 2: Where did you board the bus for this trip?

Question 3: Where will you get off the bus for this trip?

We asked riders their boarding and alighting locations to better understand common origin-destination pairs. These locations were geocoded and plotted using ArcGIS 10.1. Exhibit D.3 illustrates the boarding and alighting patterns for the Sun Shuttle service as a whole. Additional maps of individual routes are provided in Appendix G.



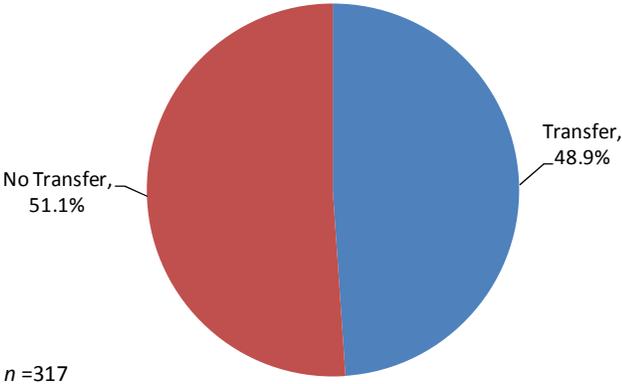
Exhibit D.3 Sun Shuttle System-wide Origin-Destination



Question 4: Does this trip include a transfer to/from another Sun Tran service?

Responses were fairly evenly split between those whose trip included a transfer and those whose trip did not. Slightly less than 49 percent cited use of a transfer for this trip.

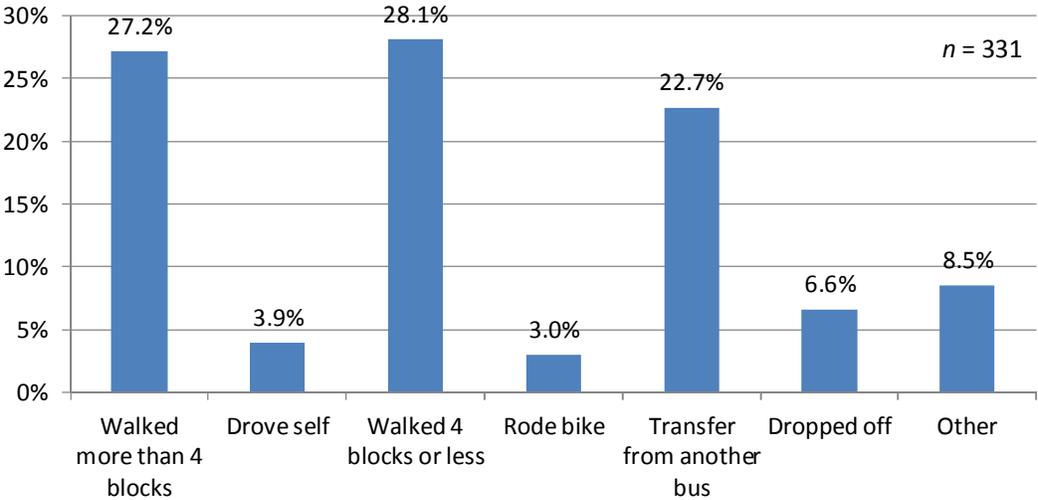
Exhibit D.4 Incidence of Transfers



Question 5: How did you get to the bus stop for this trip?

More than 56 percent of respondents reach the bus stop on foot, with 28.1 percent walking four blocks or less and 27.2 percent walking more than four blocks. Slightly less than 23 percent transferred from another bus, which is consistent with the significant transfer rate cited in Question 4. (Note: Respondents were not given the opportunity to specify regarding “other” responses in this question.)

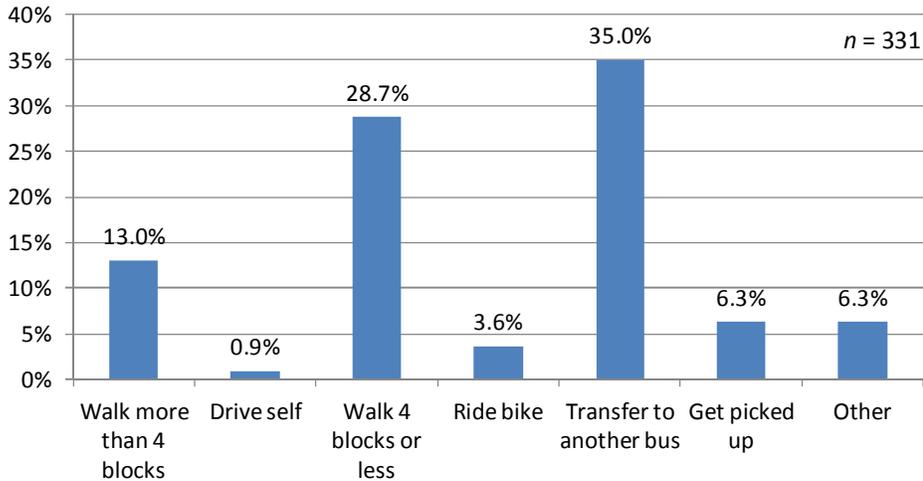
Exhibit D.5 Bus Stop Access



Question 6: How will you travel to your destination once you get off this bus?

Thirty-five percent of respondents indicated they would transfer to another bus. This is consistent with Sun Shuttle’s role as a connection with Sun Tran from outlying areas. Fifty-four percent said they would walk to their final destination from the bus stop at which they alighted, with 28.7 indicating they would walk less than four blocks. (Note: Respondents were not given the opportunity to specify regarding other responses in this question.)

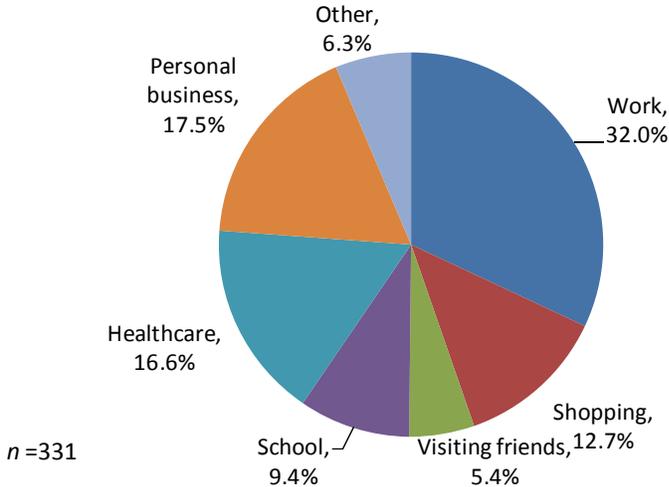
Exhibit D.6 Destination Access



Question 7: What is the primary purpose for this trip?

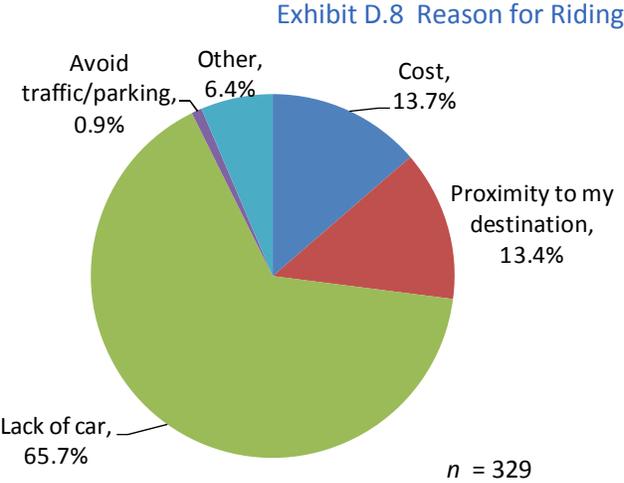
Work was the most frequently cited trip purpose (32 percent), followed by personal business (17.5 percent) and healthcare (16.2 percent). Few school trips (less than ten percent) were taken on Sun Shuttle, which is consistent with the fairly low percentage of riders under 25 years of age (Question 22).

Exhibit D.7 Primary Trip Purpose



Question 8: Why did you choose to ride Sun Shuttle for this trip?

Nearly two-thirds of respondents said they ride Sun Shuttle because of lack of access to a personal vehicle. Cost and proximity to destination are other notable motivators. Few customers ride Sun Shuttle to avoid traffic or parking issues.

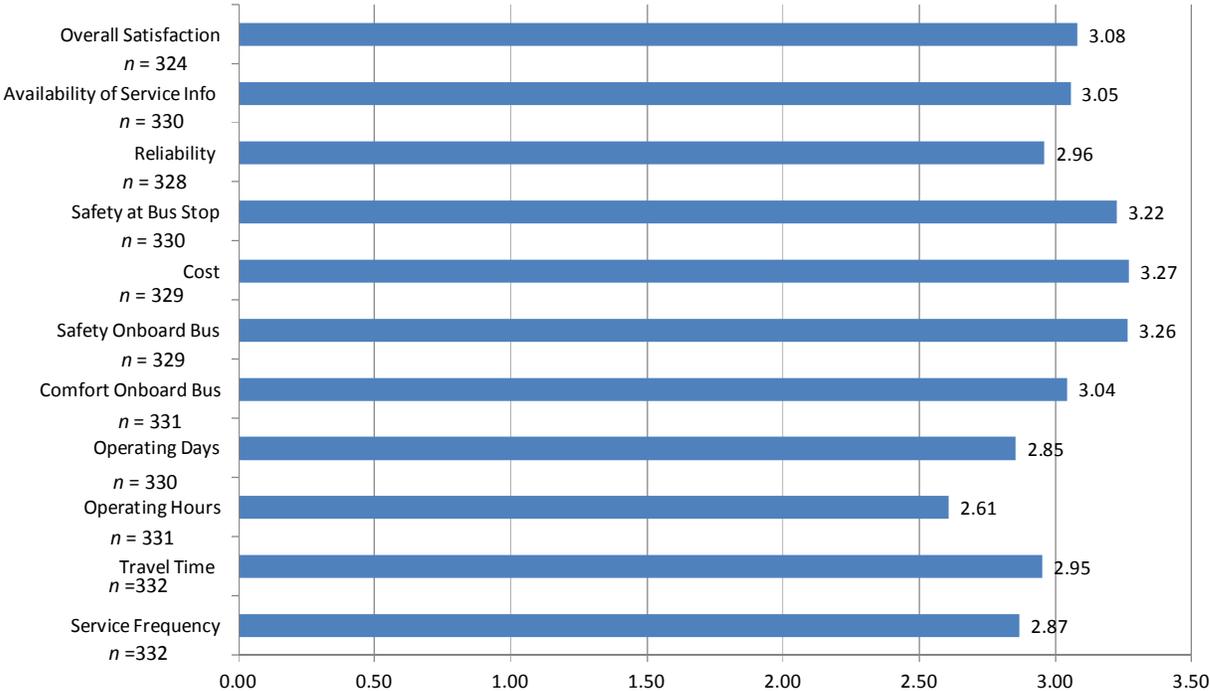


Section 2: Tell us about our service

Question 9: On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran service attributes.

Cost was the most highly rated service attribute (average rating of 3.27), followed by safety, both on the bus and at the bus stop (3.26 and 3.22, respectively). The lowest-rated attribute was operating hours, with an average rating of 2.61. Overall, respondents ranked their satisfaction as good (3.08).

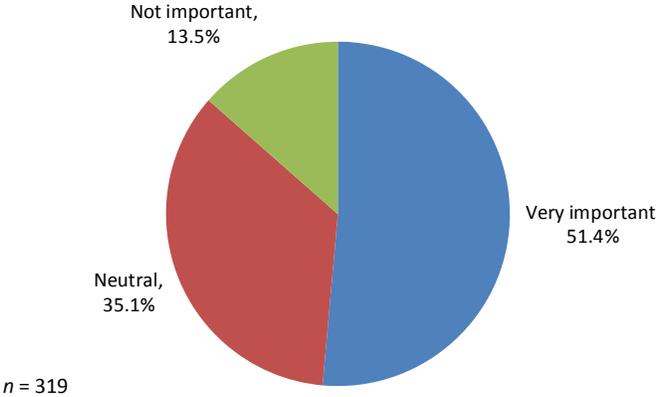
Exhibit D.8 Service Attribute Rating



Question 10: On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran?

Cost is a very important factor for more than half of respondents. Less than 14 percent said cost was not important in their decision to ride Sun Shuttle.

Exhibit D.9 Importance of Cost

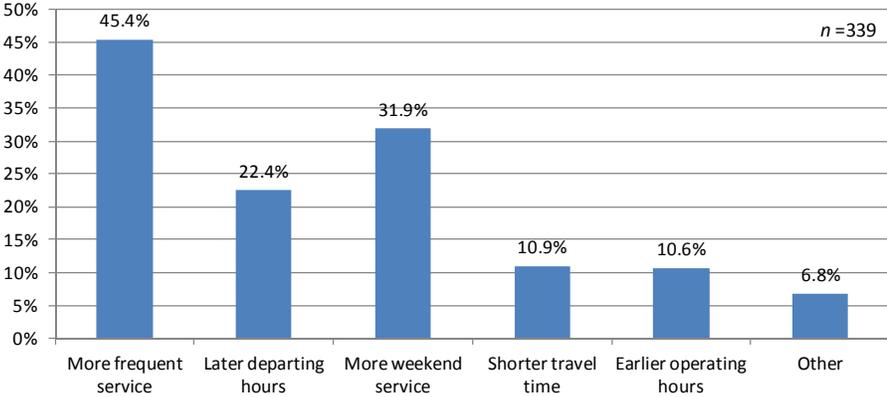


Question 11: Select the service enhancement that is of most importance to you. (Select only one)

While respondents were instructed to select only one response, there were numerous incidences of multiple responses to this question. Consequently, percentages for each service enhancement represent the percentage of individuals citing each response, rather than the percentage of total responses. As such, totals are greater than the number of responses.

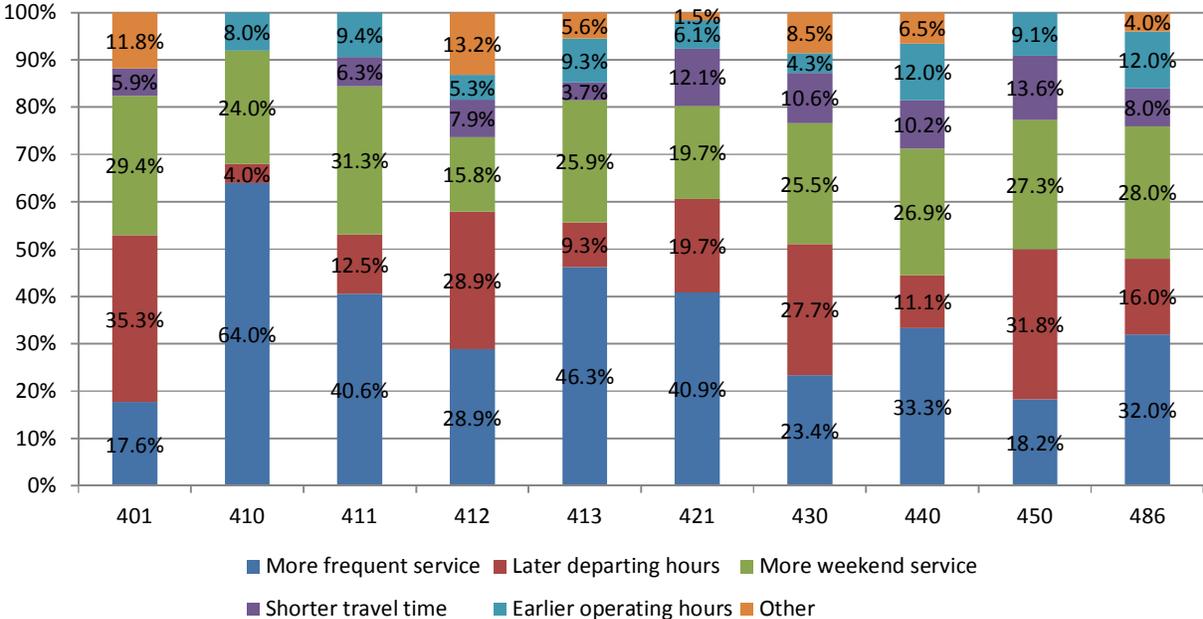
More frequent service was selected by more than 45 percent of respondents, making it the top-rated service enhancement. More weekend service was selected by 31.9 percent, followed by later departing hours at 22.4 percent.

Exhibit D.10 Preferred Service Enhancement



More frequent service was the most requested service enhancement on six out of ten routes. Route 410 had the most preference for more frequent service (64 percent), followed by Route 413 (46.3 percent). Route 401 demonstrated the highest preference for later departing hours (35.3 percent), followed by Route 450 (31.8 percent). The majority of respondents on Route 412 were evenly split between more frequent service and later departing hours (28.9 percent each). Route 411 saw the highest demand for more weekend service (31.3 percent), followed by Route 401 (29.4 percent). Routes 450 and 421 had the most demand for shorter travel time (13.6 percent and 12.1 percent, respectively), while Routes 440 and 486 saw the most significant desire for earlier operating hours (12 percent each).

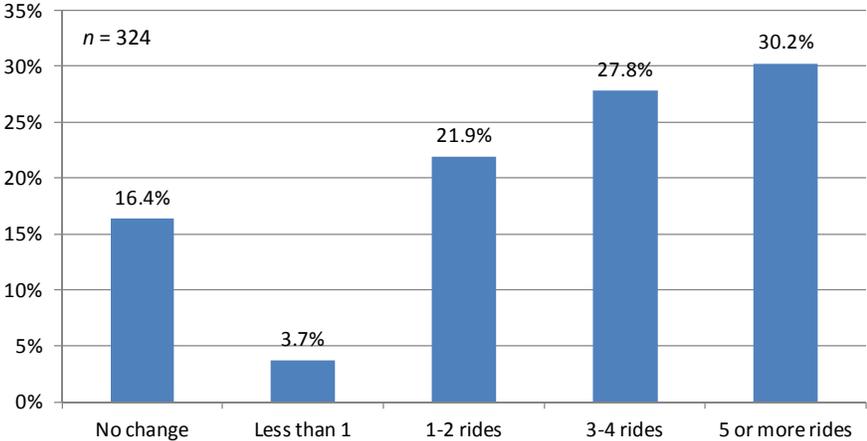
Exhibit D.11 Preferred Service Enhancements versus Route



Question 12: How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?

Fifty-eight percent of respondents indicated they would make three or more additional rides per week if the desired service enhancement were implemented, with another 21.9 percent citing 1-2 additional rides per week.

Exhibit D.12 Additional Rides if Desired Service Enhancement Implemented



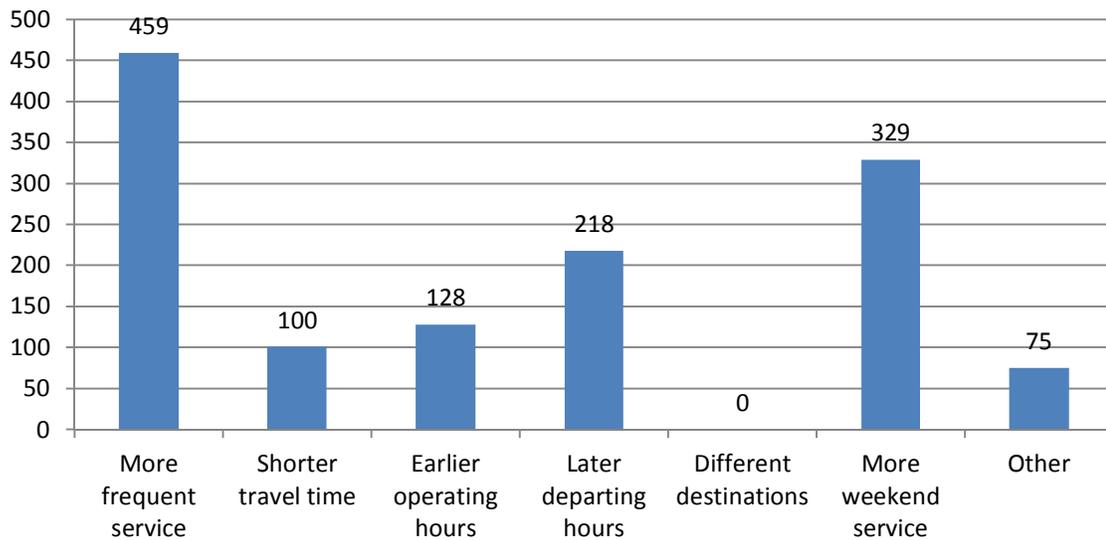
By assigning a value to each of the response categories in Question 12, we can estimate how many additional trips would be made each week if each of the service enhancements were introduced. Exhibit D.13 presents the values used to represent each category, while Exhibit D.14 quantifies the anticipated impact of each service enhancement in terms of additional rides per week.

Exhibit D.13 Values for Calculating Additional Rides

Category	Numerical Value
No change	0
Less than 1	0.75
1-2 rides	1.5
3-4 rides	3.5
5 or more rides	5



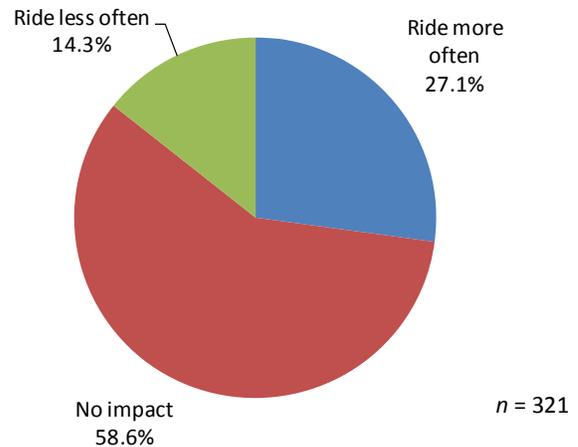
Exhibit D.14 Estimated Additional Rides Per Week by Service Enhancement



Question 13: What impact, if any, did the recent introduction of the SunGo smartcard have on your use of public transportation?

The majority of respondents (58.6 percent) indicated that introduction of the SunGo card did not affect how often then use public transit. Slightly more than 27 percent said they ride more often, and fewer than 15 percent said they ride less often.

Exhibit D.15 Impact of SunGo Smartcard on Transit Use

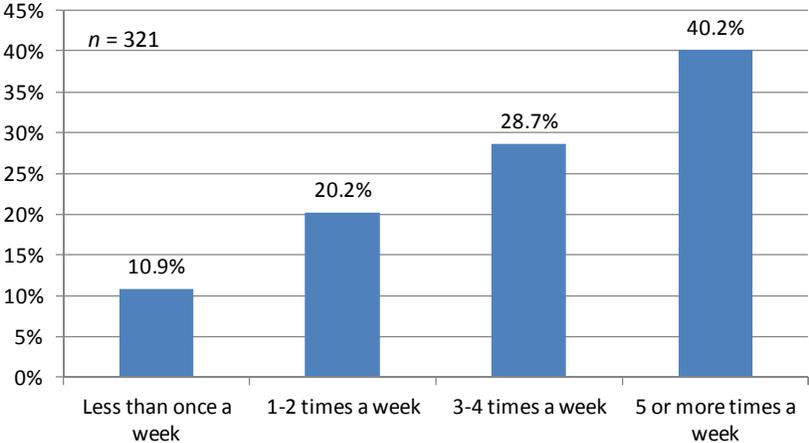


Section 3: Tell us about you

Question 14: How often do you ride Sun Shuttle?

More than 40 percent of respondents ride Sun Shuttle five or more times a week. Another 28.7 percent use the service 3-4 times per week, and just over 20 percent ride 1-2 times per week.

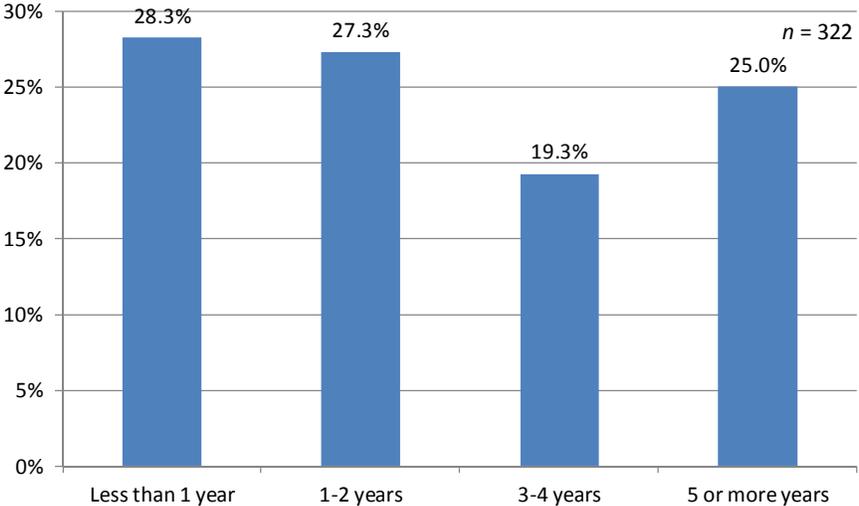
Exhibit D.16 Frequency of Usage



Question 15: How long have you been a Sun Shuttle rider?

A quarter of Sun Shuttle riders have been using the service for five years or more, while nearly 30 percent are relatively new riders (riding less than one year). The responses suggest that while some riders stop riding after one or two years, others continue using the service for an extended duration. In addition, new riders begin using the service regularly.

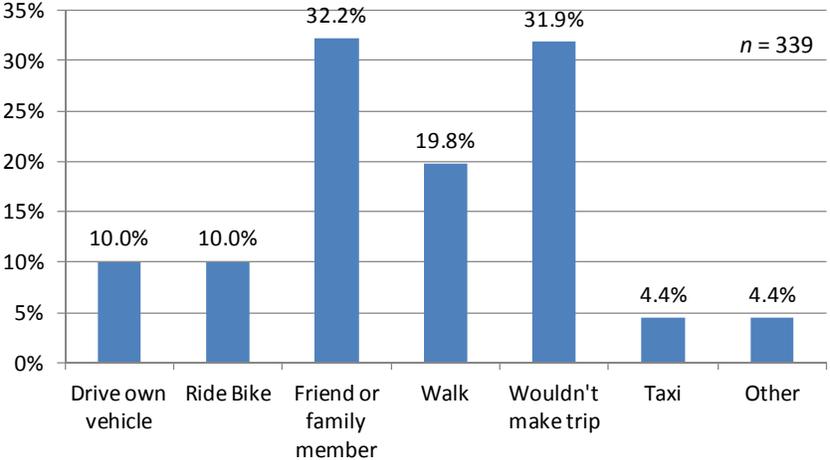
Exhibit D.17 Length of Patronage



Question 16: How would you have made this trip if Sun Shuttle was not available?

Nearly one-third of respondents would ride with a friend or family member, while another 31.9 percent simply wouldn't make the trip. Nearly 20 percent would walk. Just ten percent would drive their own vehicle, illustrating the significant ride-dependence of the Sun Shuttle rider base. Of those who indicated "other," eight said they would take another bus while four were unsure of their other options.

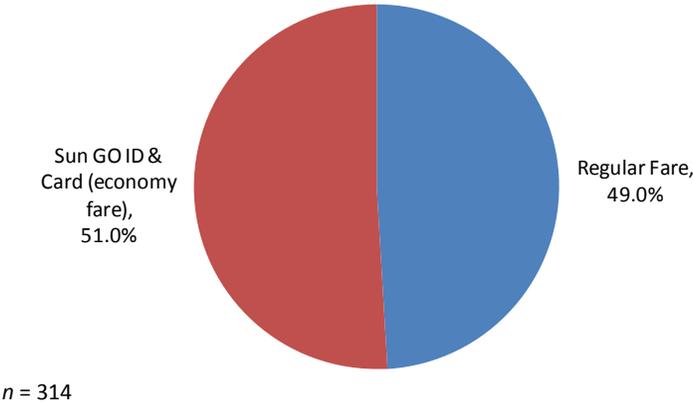
Exhibit D.18 Alternatives to Sun Shuttle



Question 17: Which fare category applies to you?

Slightly more than half of respondents said they typically travel for a reduced fare.

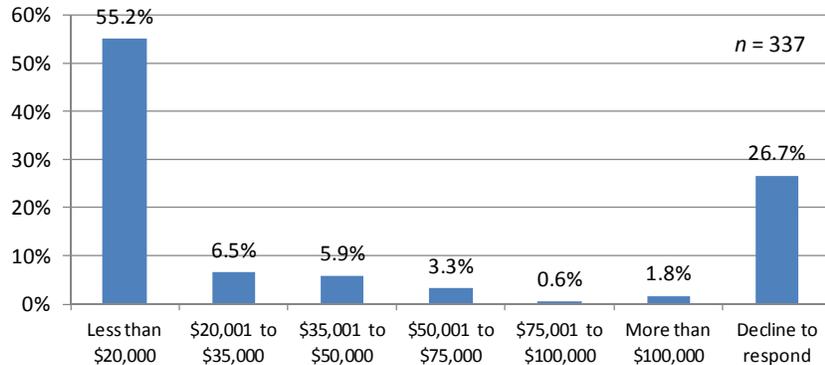
Exhibit D.19 Fare Category



Question 18: What is your approximate annual household income?

More than 55 percent of respondents cited an annual household income of less than \$20,000. An additional 26.7 percent declined to answer the question, which indicates this figure could be considerably higher. This is consistent with Question 16, wherein driving their own vehicle in lieu of riding Sun Shuttle was not an option for most respondents.

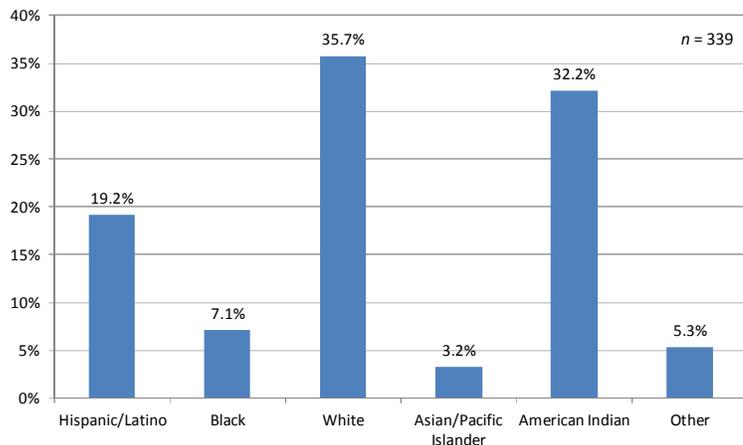
Exhibit D.20 Annual Household Income



Question 19: Are you... [Respondents were asked to describe their ethnicity]

Nearly 38 percent of respondents identified themselves as White, followed by American Indian (32.2 percent) and Hispanic/Latino (19.2 percent). This is not consistent with Census 2010 data, wherein 47.2 percent of Tucson residents identified themselves as White, 41.6 percent as Hispanic or Latino, and only 1.7 percent as American Indian. Of the communities served by Sun Shuttle, only Ajo boasts an American Indian population greater than the Tucson average (9.9 percent). This is unlikely to be sufficient to result in the high representation of American Indian respondents on Sun Shuttle. *(Note: Given respondents were allowed to select more than one answer, as many individuals identify with more than one race, the proportions of respondents indicating each race add up to more than 100 percent.)*

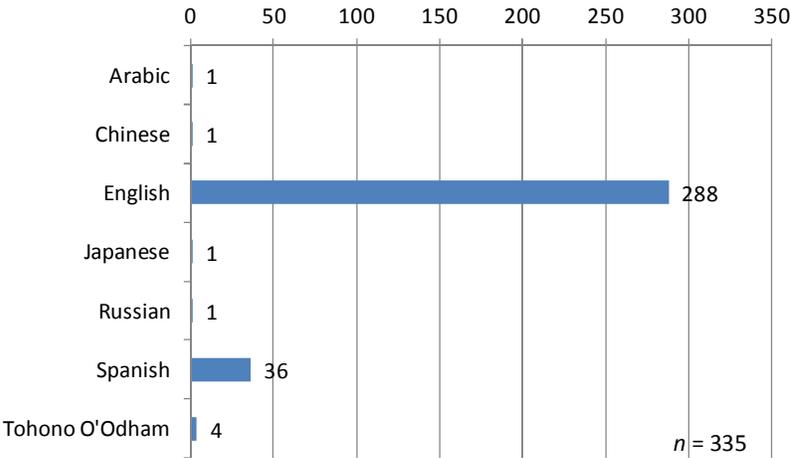
Exhibit D.21 Rider Ethnicity



Question 20: Please indicate which languages are spoken in your home.

Eighty-five percent of respondents reported speaking English at home, while nearly 11 percent cited speaking Spanish. Approximately six percent also cited speaking another language. Of the respondents Only eight respondents specified another language; these included Tohono O’Odham as well as Arabic, Chinese, Japanese, and Russian. *(Note: Given respondents were allowed to select more than one answer, as more than one language is spoken in some households, the proportions of respondents speaking each language add up to more than 100 percent.)*

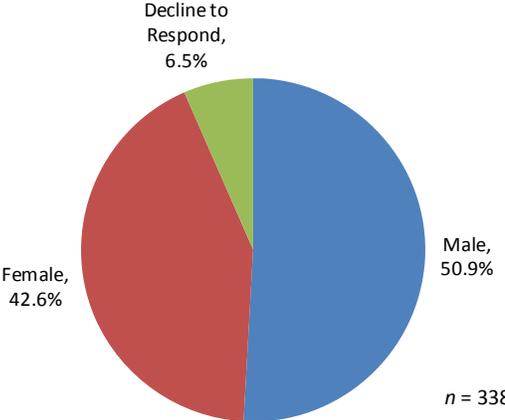
Exhibit D.22 Language Spoken at Home



Question 21: What is your gender?

Nearly 51 percent of respondents identified as male, while 42.6 percent identified as female. More than six percent of respondents declined to indicate their gender. Given Census 2010 indicates metropolitan Tucson’s resident population to be equally divided between male and female, our sample appears to skew toward males. However, the presence of a significant number of “decline to respond” answers presents a large margin of error that could potentially even out the response rates.

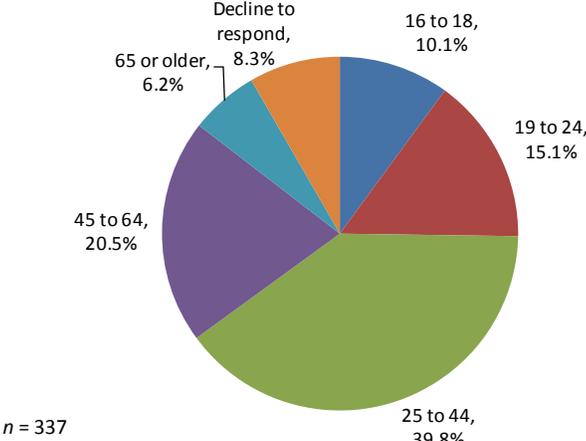
Exhibit D.23 Gender



Question 22: What is your age?

The largest share of respondents (nearly 40 percent) reported being 25 to 44 years old, followed by those indicating they were 45 to 64 years old (20.5 percent). Young adults (19- to 24-year-olds) comprise a significant share (15.1 percent) of riders. More than eight percent declined to identify an age range.

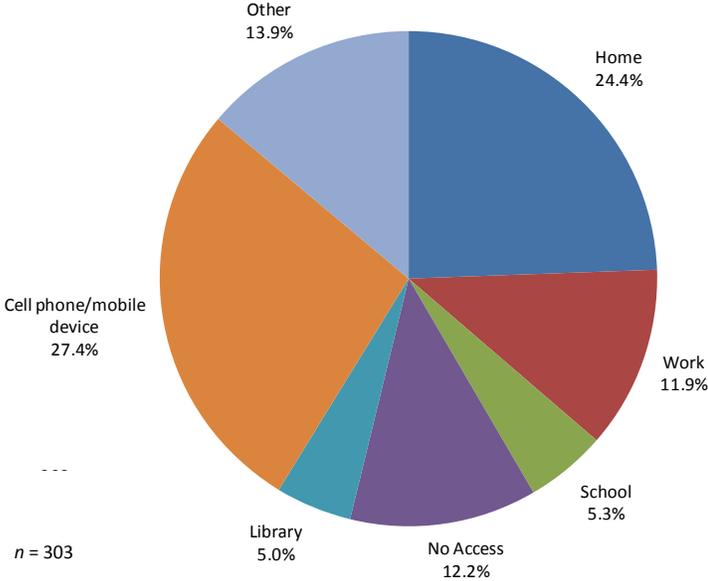
Exhibit D.24 Age



Question 23: What is your most common source of information about Sun Shuttle services?

As Exhibit D.25 shows, respondents indicated a fairly diverse assortment of common information sources, with no one source being cited by a majority of riders. The largest shares of riders reported obtaining service information through their cell phone/mobile device (27.4 percent), or from home (24.4 percent). Among the 30 respondents who specified some “other” source, most reported getting service information from the driver, onboard the bus, through the ride guide, or from the Internet.

Exhibit D.25 Typical Information Source

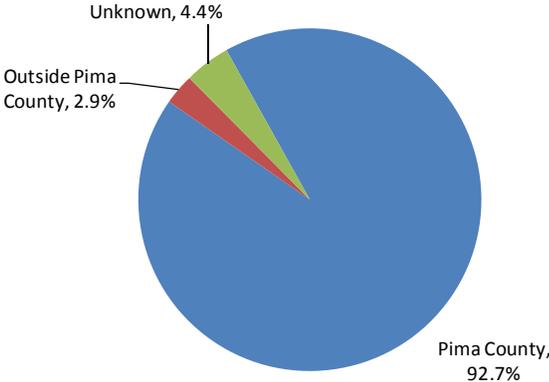


Question 24: What is your home zip code?

Nearly 93 percent of Sun Shuttle riders cited a home zip code from within Pima County. The top ten most frequently cited zip codes are:

- 85653 – 14.9 percent (Marana, Picture Rocks)
- 85746 – 9.8 percent (southwest Tucson, Drexel Heights)
- 85634 – 5.8 percent (Sells, Pima County southwest of Tucson)
- 85706 – 5.8 percent (Tucson north of airport, south of I-10/I-19 junction)
- 85705 – 5.1 percent (Tucson, Flowing Wells)
- 85735 – 4.0 percent (Tucson Estates, Three Points)
- 85741 – 4.0 percent (Casas Adobes, Marana, Tucson, Flowing Wells)
- 85712 – 3.6 percent (northeast Tucson, Catalina Foothills)
- 85614 – 3.3 percent (Green Valley, Sahuarita)
- 85629 – 3.3 percent (Sahuarita, Tucson)
- 85743 – 3.3 percent (Picture Rocks, Marana, Flowing Wells, Tucson)

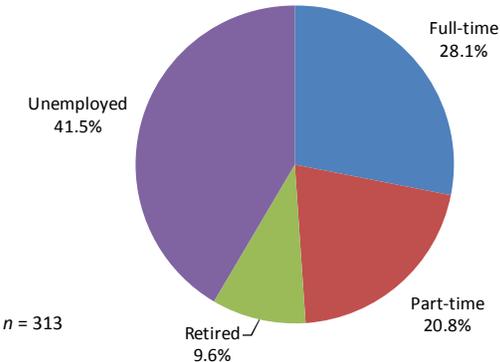
Exhibit D.26 Home ZIP Code



Question 25: Are you employed?

Nearly 49 percent of respondents indicated being employed at least part-time, while 41.5 percent identified themselves as unemployed. Nearly 10 percent said they were retired.

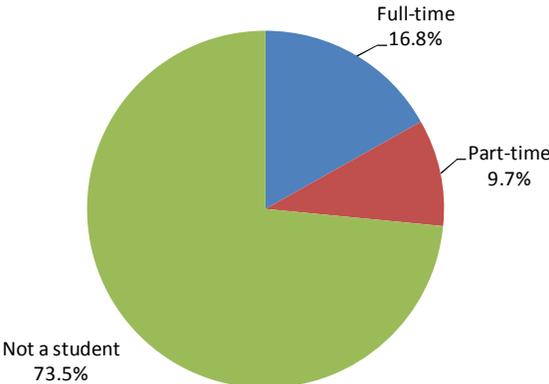
Exhibit D.27 Employment Status



Question 26: Are you a student?

Nearly 27 percent of respondents said they were at least part-time students.

Exhibit D.28 Student Status



Simple Frequencies

Note: Percentages are rounded, which may result in some inconsistencies in the percentage totals.

Q1. What Sun Shuttle Route are you telling us about today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	401	14	4.1	4.1	4.1
	410	25	7.4	7.4	11.5
	411	19	5.6	5.6	17.1
	412	33	9.7	9.7	26.8
	413	39	11.5	11.5	38.3
	421	40	11.8	11.8	50.1
	430	40	11.8	11.8	61.9
	440	82	24.2	24.2	86.1
	450	18	5.3	5.3	91.4
	486	29	8.6	8.6	100.0
Total		339	100.0	100.0	

Q4. Does this trip include a transfer to/from another Sun Tran service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	155	45.7	48.9	48.9
	No	162	47.8	51.1	100.0
	Total	317	93.5	100.0	
Missing	System	22	6.5		
Total		339	100.0		

Q5. How did you get to the bus stop for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walked more than 4 blocks	90	26.5	27.2	27.2
	Drove self	13	3.8	3.9	31.1
	Walked 4 blocks or less	93	27.4	28.1	59.2
	Rode bike	10	2.9	3.0	62.2
	Transfer from another bus	75	22.1	22.7	84.9
	Dropped off	22	6.5	6.6	91.5
	Other	28	8.3	8.5	100.0
	Total	331	97.6	100.0	
Missing	System	8	2.4		
Total		339	100.0		



Q6. How will you travel to your destination once you get off this bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk more than 4 blocks	63	18.6	19.0	19.0
	Drive self	3	0.9	0.9	19.9
	Walk 4 blocks or less	95	28.0	28.7	48.6
	Ride bike	12	3.5	3.6	52.3
	Transfer to another bus	116	34.2	35.0	87.3
	Get picked up	21	6.2	6.3	93.7
	Other	21	6.2	6.3	100.0
	Total	331	97.6	100.0	
Missing	System	8	2.4		
Total		339	100.0		

Q7. What is the primary purpose for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Work	106	31.3	32.0	32.0
	Shopping	42	12.4	12.7	44.7
	Visiting friends	18	5.3	5.4	50.2
	School	31	9.1	9.4	59.5
	Healthcare	55	16.2	16.6	76.1
	Personal business	58	17.1	17.5	93.7
	Other	21	6.2	6.3	100.0
	Total	331	97.6	100.0	
Missing	System	8	2.4		
Total		339	100.0		

Q7Other. What is the primary purpose for this trip? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		322	95.0	95.0	95.0
	A Pilgrimage	1	0.3	0.3	95.3
	AUTO REPAIR	1	0.3	0.3	95.6
	CHURCH	3	0.9	0.9	96.5
	EMPLOYMENT	1	0.3	0.3	96.8
	HOME	8	2.4	2.4	99.1
	LIBRARY	1	0.3	0.3	99.4
	PROBATION	1	0.3	0.3	99.7
	VACATION	1	0.3	0.3	100.0
	Total	339	100.0	100.0	



Q8. Why did you choose to ride Sun Shuttle for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cost	45	13.3	13.7	13.7
	Proximity to my destination	44	13.0	13.4	27.1
	Lack of car	216	63.7	65.7	92.7
	Avoid traffic/parking	3	0.9	0.9	93.6
	Other	21	6.2	6.4	100.0
	Total	329	97.1	100.0	
Missing	System	10	2.9		
Total		339	100.0		

Q8Other. Why did you choose to ride Sun Shuttle for this trip? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		327	96.5	96.5	96.5
	CANNOT DRIVE	2	0.6	0.6	97.1
	ENVIRONMENT	1	0.3	0.3	97.3
	LACK OF OPTION	6	1.8	1.8	99.1
	MEDICAL	1	0.3	0.3	99.4
	SCHOOL	1	0.3	0.3	99.7
	WORK	1	0.3	0.3	100.0
	Total	339	100.0	100.0	

Q9. On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Shuttle service attributes.

Service Frequency		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	43	12.7	13.0	13.0
	Fair	71	20.9	21.4	34.3
	Good	105	31.0	31.6	66.0
	Excellent	113	33.3	34.0	100.0
	Total	332	97.9	100.0	
Missing	System	7	2.1		
Total		339	100.0		
Time it takes to reach destination		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	28	8.3	8.4	8.4
	Fair	68	20.1	20.5	28.9
	Good	128	37.8	38.6	67.5
	Excellent	108	31.9	32.5	100.0
	Total	332	97.9	100.0	
Missing	System	7	2.1		
Total		339	100.0		



Operating hours		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	62	18.3	18.7	18.7
	Fair	86	25.4	26.0	44.7
	Good	103	30.4	31.1	75.8
	Excellent	80	23.6	24.2	100.0
	Total	331	97.6	100.0	
Missing	System	8	2.4		
Total		339	100.0		
Operating days		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	44	13.0	13.3	13.3
	Fair	66	19.5	20.0	33.3
	Good	114	33.6	34.5	67.9
	Excellent	106	31.3	32.1	100.0
	Total	330	97.3	100.0	
Missing	System	9	2.7		
Total		339	100.0		
Comfort onboard bus		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	26	7.7	7.9	7.9
	Fair	62	18.3	18.7	26.6
	Good	115	33.9	34.7	61.3
	Excellent	128	37.8	38.7	100.0
	Total	331	97.6	100.0	
Missing	System	8	2.4		
Total		339	100.0		
Safety onboard bus		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	15	4.4	4.6	4.6
	Fair	46	13.6	14.0	18.5
	Good	105	31.0	31.9	50.5
	Excellent	163	48.1	49.5	100.0
	Total	329	97.1	100.0	
Missing	System	10	2.9		
Total		339	100.0		
Cost of ride		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	11	3.2	3.3	3.3
	Fair	54	15.9	16.4	19.8
	Good	99	29.2	30.1	49.8
	Excellent	165	48.7	50.2	100.0
	Total	329	97.1	100.0	
Missing	System	10	2.9		
Total		339	100.0		



Safety at bus stop		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	11	3.2	3.3	3.3
	Fair	48	14.2	14.5	17.9
	Good	127	37.5	38.5	56.4
	Excellent	144	42.5	43.6	100.0
	Total	330	97.3	100.0	
Missing	System	9	2.7		
Total		339	100.0		
Reliability of service		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	33	9.7	10.1	10.1
	Fair	71	20.9	21.6	31.7
	Good	100	29.5	30.5	62.2
	Excellent	124	36.6	37.8	100.0
	Total	328	96.8	100.0	
Missing	System	11	3.2		
Total		339	100.0		
Availability of Sun Shuttle service		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	25	7.4	7.6	7.6
	Fair	57	16.8	17.3	24.8
	Good	123	36.3	37.3	62.1
	Excellent	125	36.9	37.9	100.0
	Total	330	97.3	100.0	
Missing	System	9	2.7		
Total		339	100.0		
Overall satisfaction		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	17	5.0	5.2	5.2
	Fair	57	16.8	17.6	22.8
	Good	133	39.2	41.0	63.9
	Excellent	117	34.5	36.1	100.0
	Total	324	95.6	100.0	
Missing	System	15	4.4		
Total		339	100.0		

Q10. On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Shuttle?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	164	48.4	51.4	51.4
	Neutral	112	33.0	35.1	86.5
	Not important	43	12.7	13.5	100.0
	Total	319	94.1	100.0	
Missing	System	20	5.9		
Total		339	100.0		



Q11. Select the service enhancement that is of most importance to you. (select only one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More frequent service	154	45.4	96.9	96.9
	Later departing hours	2	0.6	1.3	98.1
	More weekend service	3	0.9	1.9	100.0
	Total	159	46.9	100.0	
Missing	System	180	53.1		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shorter travel time	37	10.9	100.0	100.0
Missing	System	302	89.1		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Earlier operating hours	36	10.6	100.0	100.0
Missing	System	303	89.4		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Later departing hours	74	21.8	100.0	100.0
Missing	System	265	78.2		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More weekend service	105	31.0	100.0	100.0
Missing	System	234	69.0		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	23	6.8	100.0	100.0
Missing	System	316	93.2		
Total		339	100.0		



Q11 Other. Select the service enhancement that is of most importance to you. (select only one) – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	327	96.5	96.5	96.5
CLEANER VEHICLES	2	0.6	0.6	97.1
CLOSER STOPS	2	0.6	0.6	97.6
IMPROVED ONTIME PERFORMANCE	1	0.3	0.3	97.9
IMPROVED RELIABILITY	1	0.3	0.3	98.2
MORE DESTINATIONS - AMADO AZ	1	0.3	0.3	98.5
NEWER VEHICLES	1	0.3	0.3	98.8
SUNDAY SERVICE	4	1.2	1.2	100.0
Total	339	100.0	100.0	

Q12. How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	53	15.6	16.4	16.4
No change	12	3.5	3.7	20.1
Less than 1	71	20.9	21.9	42.0
1-2 rides	90	26.5	27.8	69.8
3-4 rides	98	28.9	30.2	100.0
5 or more rides	324	95.6	100.0	
Total	15	4.4		
Missing	339	100.0		
System				
Total				

Q13. What impact, if any, did the recent introduction of the SunGo smartcard have on your use of public transit?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	87	25.7	27.1	27.1
Ride more often	188	55.5	58.6	85.7
No impact	46	13.6	14.3	100.0
Ride less often	321	94.7	100.0	
Total	18	5.3		
Missing	339	100.0		
System				
Total				



Q14. How often do you ride Sun Shuttle?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a week	35	10.3	10.9	10.9
	1-2 times a week	65	19.2	20.2	31.2
	3-4 times a week	92	27.1	28.7	59.8
	5 or more times a week	129	38.1	40.2	100.0
	Total	321	94.7	100.0	
Missing	System	18	5.3		
Total		339	100.0		

Q15. How long have you been a Sun Shuttle rider?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	91	26.8	28.3	28.3
	1-2 years	88	26.0	27.3	55.6
	3-4 years	62	18.3	19.3	74.8
	5 or more years	81	23.9	25.1	100.0
	Total	322	95.0	100.0	
Missing	System	17	5.0		
Total		339	100.0		

Q16. How would you have made this trip if Sun Shuttle was not available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive own vehicle	34	10.0	81.0	81.0
	Walk	3	0.9	7.1	88.1
	Wouldn't make trip	5	1.5	11.9	100.0
	Total	42	12.4	100.0	
Missing	System	297	87.6		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride bicycle	34	10.0	100.0	100.0
Missing	System	305	90.0		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friend/family member	109	32.2	100.0	100.0
Missing	System	230	67.8		
Total		339	100.0		



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk	64	18.9	100.0	100.0
Missing	System	275	81.1		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wouldn't make trip	103	30.4	100.0	100.0
Missing	System	236	69.6		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taxi	15	4.4	100.0	100.0
Missing	System	324	95.6		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	15	4.4	100.0	100.0
Missing	System	324	95.6		
Total		339	100.0		

Q16 Other. How would you have made this trip if Sun Shuttle was not available? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		326	96.2	96.2	96.2
	BUS	8	2.4	2.4	98.5
	HITCHHIKE	1	0.3	0.3	98.8
	UNSURE	4	1.2	1.2	100.0
Total		339	100.0	100.0	

Q17. Which fare category applies to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regular fare	154	45.4	49.0	49.0
	Sun GO ID & Card (economy fare)	160	47.2	51.0	100.0
	Total	314	92.6	100.0	
Missing	System	25	7.4		
Total		339	100.0		



Q18. What is your approximate annual household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$20,000	186	54.9	55.2	55.2
	\$20,001 to \$35,000	22	6.5	6.5	61.7
	\$35,001 to \$50,000	20	5.9	5.9	67.7
	\$50,001 to \$75,000	11	3.2	3.3	70.9
	\$75,001 to \$100,000	2	0.6	0.6	71.5
	More than \$100,000	6	1.8	1.8	73.3
	Decline to respond	90	26.5	26.7	100.0
	Total	337	99.4	100.0	
Missing	System	2	0.6		
Total		339	100.0		

Q19. Are you... (select all that apply)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	65	19.2	89.0	89.0
	American Indian	8	2.4	11.0	100.0
	Total	73	21.5	100.0	
Missing	System	266	78.5		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black	24	7.1	100.0	100.0
Missing	System	315	92.9		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	121	35.7	100.0	100.0
Missing	System	218	64.3		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian/Pacific Islander	11	3.2	100.0	100.0
Missing	System	328	96.8		
Total		339	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American Indian	101	29.8	100.0	100.0
Missing	System	238	70.2		
Total		339	100.0		



	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Other	18	5.3	100.0	100.0
Missing System	321	94.7		
Total	339	100.0		

Q20. Please indicate which languages are spoken in your home. (select all that apply)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	288	85.0	100.0	100.0
Missing System	51	15.0		
Total	339	100.0		

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Spanish	36	10.6	100.0	100.0
Missing System	303	89.4		
Total	339	100.0		

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Other	20	5.9	83.3	83.3
Decline to respond	4	1.2	16.7	100.0
Total	24	7.1	100.0	
Missing System	315	92.9		
Total	339	100.0		

Q20Other. Please indicate which languages are spoken in your home. (select all that apply) – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	331	97.6	97.6	97.6
ARABIC	1	0.3	0.3	97.9
CHINESE	1	0.3	0.3	98.2
JAPANESE	1	0.3	0.3	98.5
RUSSIAN	1	0.3	0.3	98.8
TOHONO O'ODHAM	4	1.2	1.2	100.0
Total	339	100.0	100.0	



Q21. What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	172	50.7	50.9	50.9
	Female	144	42.5	42.6	93.5
	Decline to respond	22	6.5	6.5	100.0
	Total	338	99.7	100.0	
Missing	System	1	0.3		
Total		339	100.0		

Q22. What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 to 18	34	10.0	10.1	10.1
	19 to 24	51	15.0	15.1	25.2
	25 to 44	134	39.5	39.8	65.0
	45 to 64	69	20.4	20.5	85.5
	65 or older	21	6.2	6.2	91.7
	Decline to respond	28	8.3	8.3	100.0
Total		337	99.4	100.0	
Missing	System	2	0.6		
Total		339	100.0		

Q23. What is your most common source of information about Sun Shuttle services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home	74	21.8	24.4	24.4
	Work	36	10.6	11.9	36.3
	School	16	4.7	5.3	41.6
	No access	37	10.9	12.2	53.8
	Library	15	4.4	5.0	58.7
	Cell phone/mobile device	83	24.5	27.4	86.1
	Other	42	12.4	13.9	100.0
	Total	303	89.4	100.0	
Missing	System	36	10.6		
Total		339	100.0		



Q23Other. What is your most common source of information about Sun Shuttle services? = Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	309	91.2	91.2	91.2
486 Driver	1	0.3	0.3	91.4
Ajo Transportation	1	0.3	0.3	91.7
BUS	5	1.5	1.5	93.2
DRIVER	3	0.9	0.9	94.1
INTERNET	8	2.4	2.4	96.5
RIDE GUIDE	6	1.8	1.8	98.2
TRANSIT CENTER	2	0.6	0.6	98.8
WORD OF MOUTH	4	1.2	1.2	100.0
Total	339	100.0	100.0	

Q24. What is your home ZIP code?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 85014	1	0.3	0.4	0.4
85171	1	0.3	0.4	0.7
85321	5	1.5	1.8	2.5
85411	1	0.3	0.4	2.9
85614	9	2.7	3.3	6.2
85624	1	0.3	0.4	6.5
85629	9	2.7	3.3	9.8
85632	2	0.6	0.7	10.5
85633	2	0.6	0.7	11.3
85634	16	4.7	5.8	17.1
85645	1	0.3	0.4	17.5
85653	41	12.1	14.9	32.4
85654	5	1.5	1.8	34.2
85655	2	0.6	0.7	34.9
85671	1	0.3	0.4	35.3
85683	1	0.3	0.4	35.6
85701	4	1.2	1.5	37.1
85703	1	0.3	0.4	37.5
85704	2	0.6	0.7	38.2
85705	14	4.1	5.1	43.3
85706	16	4.7	5.8	49.1
85711	4	1.2	1.5	50.5
85712	10	2.9	3.6	54.2
85713	8	2.4	2.9	57.1
85714	2	0.6	0.7	57.8
85715	2	0.6	0.7	58.5
85716	4	1.2	1.5	60.0
85719	4	1.2	1.5	61.5
85730	1	0.3	0.4	61.8



	Frequency	Percent	Valid Percent	Cumulative Percent
85734	1	0.3	0.4	62.2
85735	11	3.2	4.0	66.2
85736	1	0.3	0.4	66.5
85737	1	0.3	0.4	66.9
85739	4	1.2	1.5	68.4
85741	11	3.2	4.0	72.4
85742	6	1.8	2.2	74.5
85743	9	2.7	3.3	77.8
85745	7	2.1	2.5	80.4
85746	27	8.0	9.8	90.2
85747	7	2.1	2.5	92.7
85748	4	1.2	1.5	94.2
85749	1	0.3	0.4	94.5
85756	1	0.3	0.4	94.9
85757	4	1.2	1.5	96.4
85793	1	0.3	0.4	96.7
85946	1	0.3	0.4	97.1
85953	1	0.3	0.4	97.5
86713	2	0.6	0.7	98.2
87654	1	0.3	0.4	98.5
88634	1	0.3	0.4	98.9
88705	1	0.3	0.4	99.3
88746	1	0.3	0.4	99.6
89573	1	0.3	0.4	100.0
Total	275	81.1	100.0	
Missing System	64	18.9		
Total	339	100.0		

Q25. Are you employed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Full-time	88	26.0	28.1	28.1
Part-time	65	19.2	20.8	48.9
Retired	30	8.8	9.6	58.5
Unemployed	130	38.3	41.5	100.0
Total	313	92.3	100.0	
Missing System	26	7.7		
Total	339	100.0		



Q26. Are you a student?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time	52	15.3	16.8	16.8
	Part-time	30	8.8	9.7	26.5
	Not a student	227	67.0	73.5	100.0
	Total	309	91.2	100.0	
Missing	System	30	8.8		
Total		339	100.0		



Appendix E

Sun Van/Oro Valley Dial-A-Ride

Registered Sun Van and Oro Valley Dial-A-Ride customers were targeted via a direct mail survey beginning on September 18, 2013. The instrument was designed to reflect conditions and travel patterns specific to the Sun Van service. Riders were asked to provide information regarding their trip purpose, frequency of use, opinions regarding the service's strengths and weaknesses, and personal demographic characteristics. A total of 201 completed surveys were collected: 128 on Sun Van and 73 on Oro Valley Dial-A-Ride.

Formal sampling targets were not set for Sun Van/Oro Valley Dial-A-Ride. Separate self-administered surveys were produced and distributed to program registrants/riders of the Sun Van and Oro Valley services via a direct mail methodology, each accompanied by a postage-paid return envelope. Six hundred Sun Van mailers and 350 Oro Valley Dial-A-Ride mailers were distributed. This resulted in the sample size of 201 valid responses. This represents a return rate of 21.3 percent for Sun Van and 20.9 percent for Oro Valley Dial-A-Ride. Each survey was provided in English and Spanish. The majority of responses (97.5 percent) were in English. Only five respondents elected to take the survey in Spanish.

A combined analysis of the two services is presented below. A summary of each service separately as well as separate simple frequencies for each is found at the end of this Appendix.

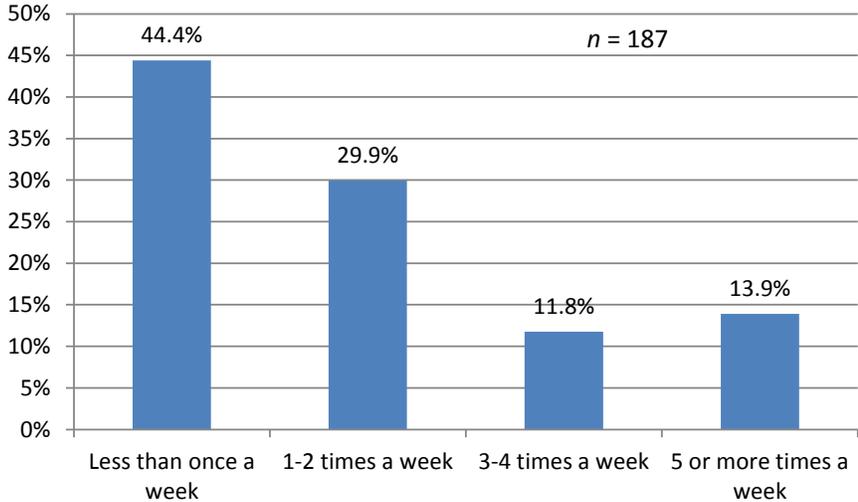


Section 1: Tell us about you

Question 1: How often do you ride Sun Van in a typical week? Do you typically travel with a Personal Care Attendant?

The majority of Sun Van/Oro Valley Dial-A-Ride customers use the service twice a week or less (74.3 percent). Fewer than 14 percent ride five or more times a week. Most riders (89.3 percent) do not travel with a Personal Care Attendant (PCA).

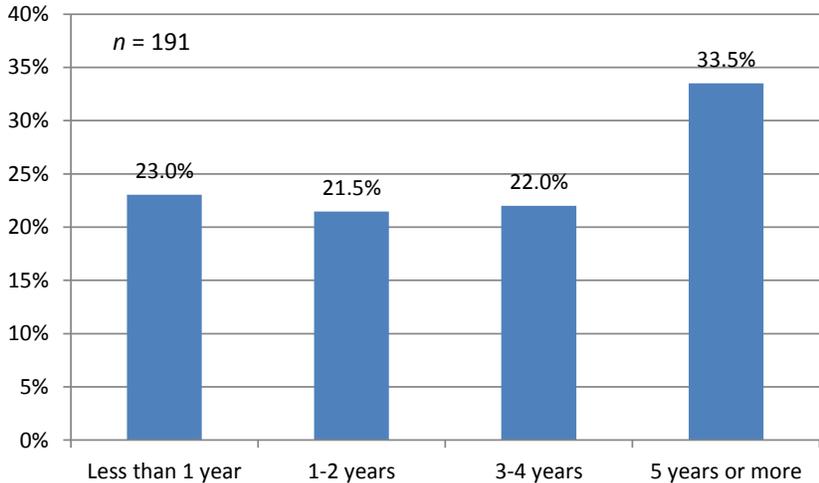
Exhibit E.1 Frequency of Usage



Question 2: How long have you been a Sun Van rider?

Length of ridership is fairly well distributed among the four response options, with 5 years or more garnering the largest number of responses (33.5 percent).

Exhibit E.2 Length of Patronage



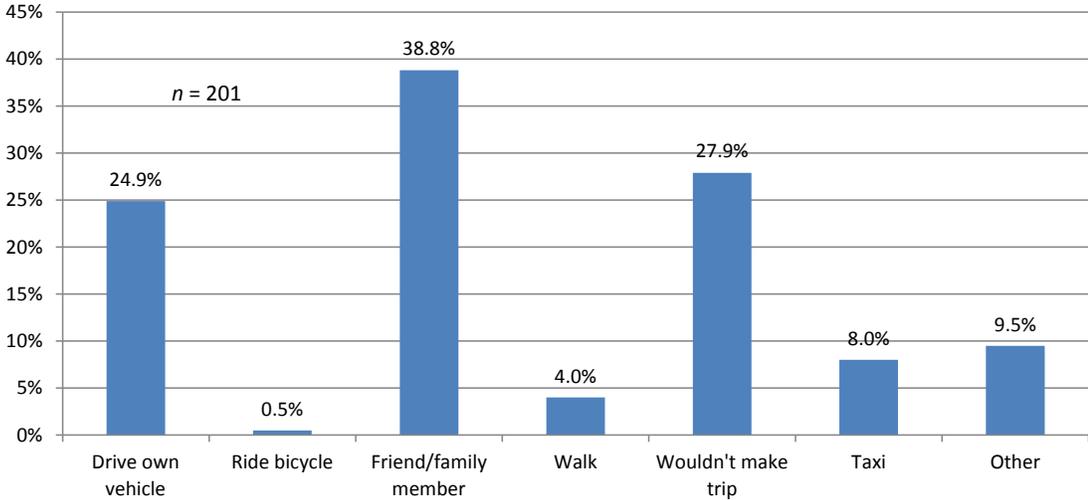
E-2



Question 3: How would you travel if Sun Van was not available?

Nearly 40 percent of respondents said they would ride with a friend or family member if Sun Van were not available. Another 25 percent would drive their own vehicle, while 28 percent would simply not make the trip.

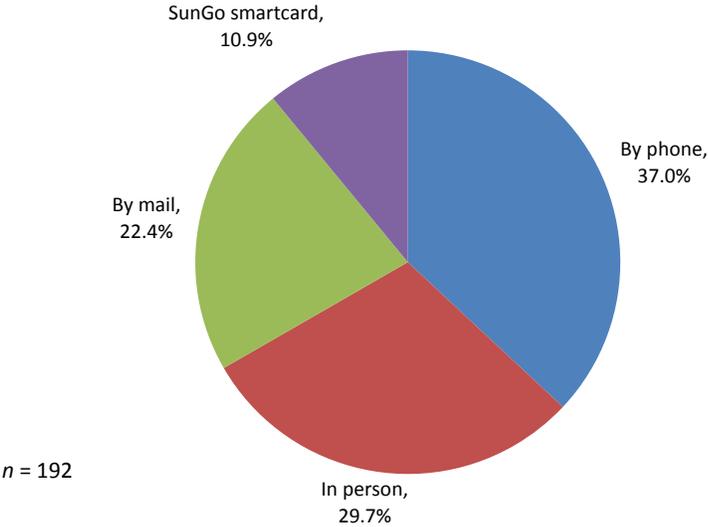
Exhibit E.3 Alternatives to Sun Van



Question 4: How do you typically pay for your Sun Van ride?

Thirty-seven percent of respondents pay by phone, while another nearly 30 percent pay in person and 22.4 percent pay by mail. The SunGo smartcard is not currently valid for fares on Sun Van or Oro Valley Dial-A-Ride, though nearly 11 percent cited use of this fare media option.

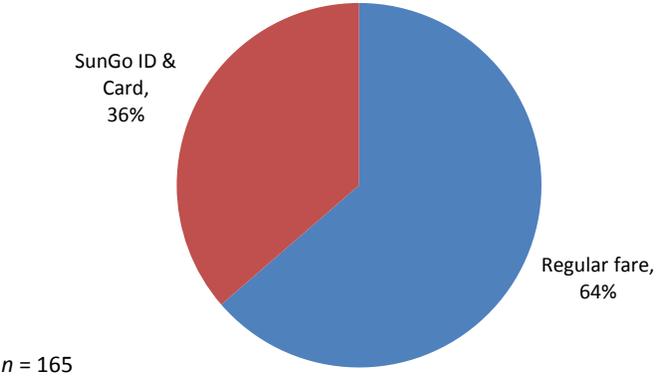
Exhibit E.4 Payment Method



Question 5: Which fare category applies to you?

Nearly two-thirds of respondents pay a full fare, while more than one-third cited use of an economy fare.

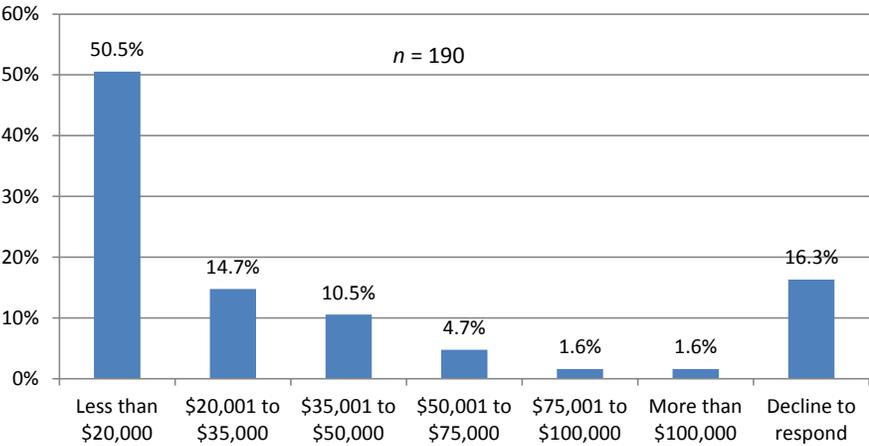
Exhibit E.5 Fare Category



Question 6: What is your approximate annual household income?

More than half of Sun Van/Oro Valley Dial-A-Ride respondents cited a household income of less than \$20,000. More than three-quarters cited an income of less than \$50,000 annually.

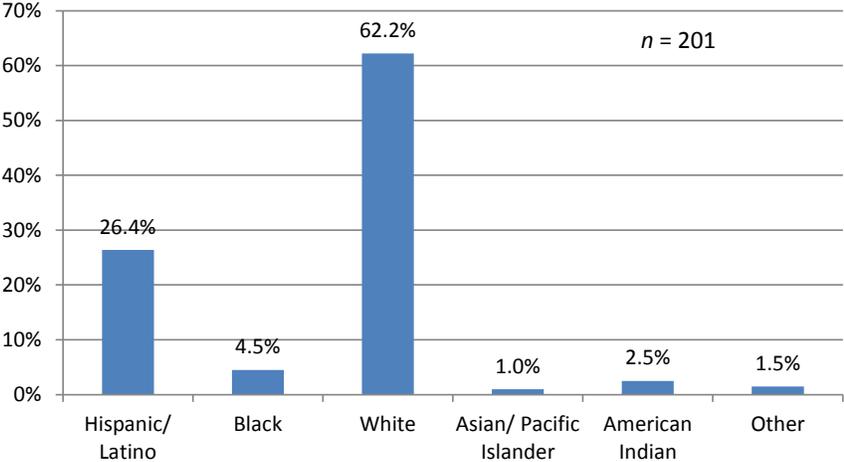
Exhibit E.6 Annual Household Income



Question 7: Are you... [Respondents were asked to describe their ethnicity]

Slightly more than 26 percent of respondents identified themselves as Hispanic or Latino, while more than 62 percent identified as White. This is somewhat consistent with Census 2010, where nearly 70 percent of Tucson residents identified themselves as White (47.2 percent as White alone) and 41.6 percent identified as Hispanic or Latino. (Note: Given respondents were allowed to select more than one answer, as many individuals identify with more than one race, the proportions of respondents indicating each race add up to more than 100 percent.)

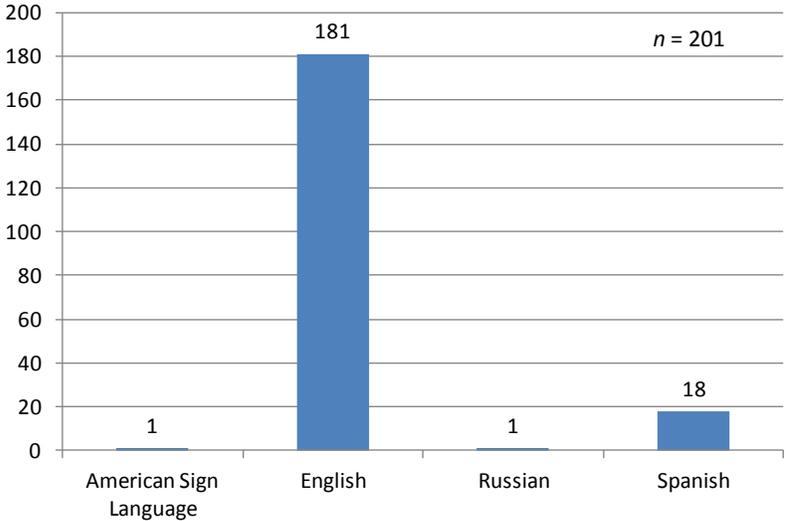
Exhibit E.7 Ethnicity



Question 8: Please indicate which languages are spoken in your home.

Most respondents (90 percent) reported speaking English at home, while nine percent spoke Spanish. Among the one percent who reported speaking some other language at home, respondents indicated speaking Russian and American Sign Language. (Note: Given respondents were allowed to select more than one answer, as more than one language is spoken in some households, the proportions of respondents speaking each language add up to more than 100 percent.)

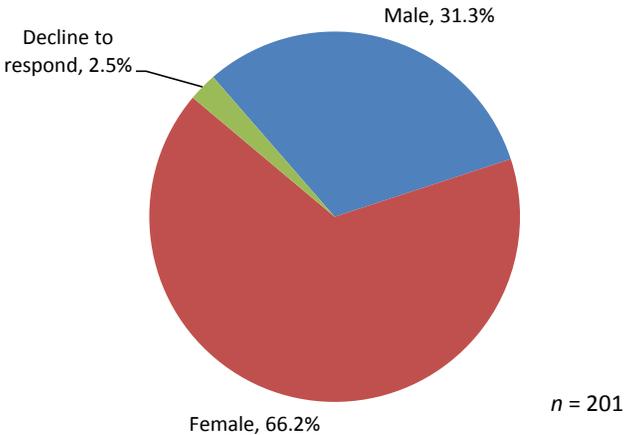
Exhibit E.8 Language Spoken at Home



Question 9: What is your gender?

Approximately two-thirds of respondents identified as female, while more than 31 percent identified as male. Less than three percent of respondents declined to indicate their gender. Given Census 2010 estimates Tucson’s general population to be equally divided between male and female, our sample is skewed toward females. This may be influenced by the use of Sun Van and Oro Valley Dial-A-Ride by seniors, as the number of females over 65 years of age in Tucson exceeds the number of males over 65 years of age by about 17 percent.

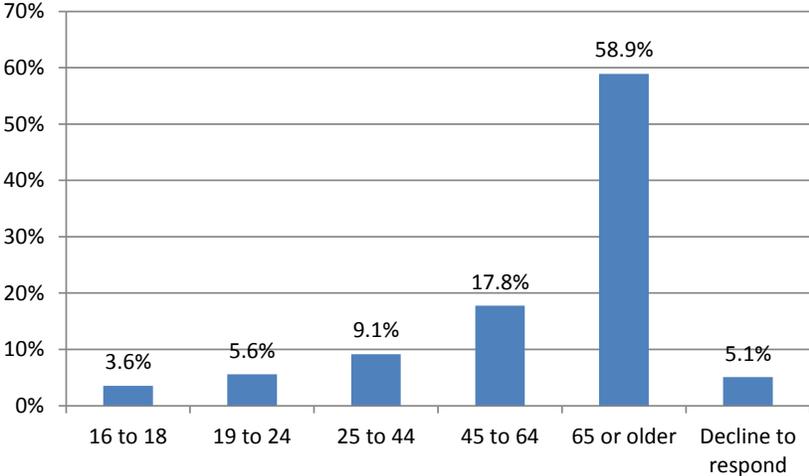
Exhibit E.9 Gender



Question 10: What is your age?

The largest share of respondents (58.9 percent) reported being 65 years or older, followed by those indicating they were 45 to 64 years old (17.8 percent). Relatively few respondents cited lower age groups, reinforcing the use of Sun Van and Oro Valley Dial-A-Ride by a primarily older demographic.

Exhibit E.10 Age

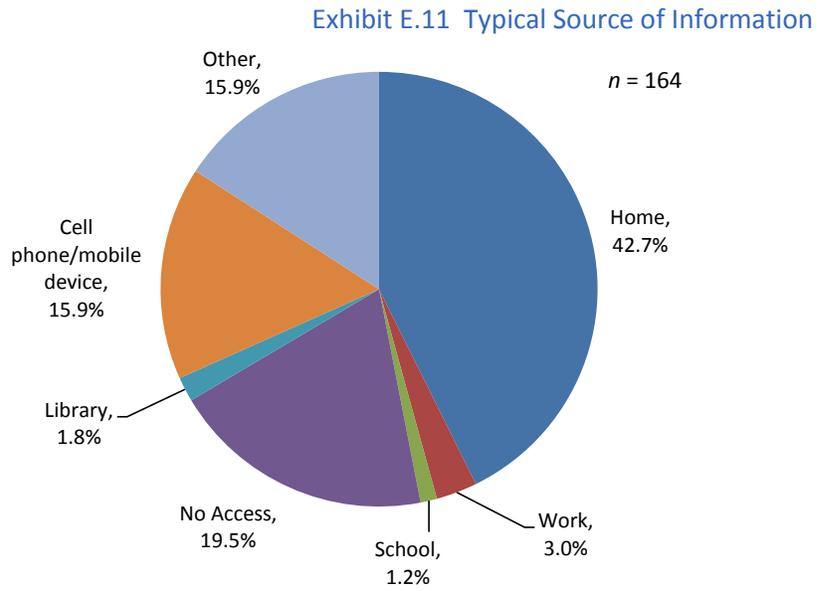


E-7



Question 11: What is your most common source of information about Sun Van services?

The largest shares of riders reported obtaining service information at home (42.7 percent), though the precise source of that information is not specified. Nearly 20 percent cited no access to information. Relatively few (15.9 percent) cited use of a cell phone or mobile device to access information.



Question 12: What is your home zip code?

The largest share of riders (36.9 percent) cited living in ZIP codes that include the Oro Valley area. The most frequently cited ZIP codes include:

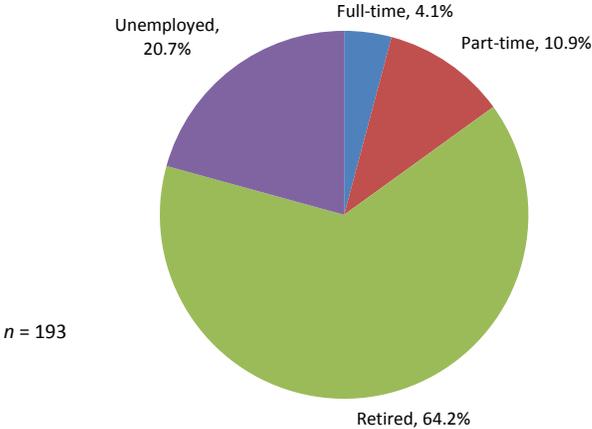
- 85755 – 17.0 percent (Oro Valley, Marana, Catalina)
- 85737 – 14.8 percent (Oro Valley, Catalina, Casas Adobes)
- 85710 – 11.4 percent (east Tucson)
- 85712 – 9.1 percent (northeast Tucson, Catalina Foothills)
- 85711 – 5.7 percent (Tucson east of downtown)
- 85730 – 5.7 percent (southeast Tucson)
- 85704 – 5.1 percent (Casas Adobes, Oro Valley)



Question 13: Are you employed?

The majority (84.9 percent) of Sun Van and Oro Valley Dial-A-Ride respondents are retired or unemployed, which is consistent with the nature of the service provided. Only four percent of riders said they work full-time, though nearly 11 percent indicated part-time employment.

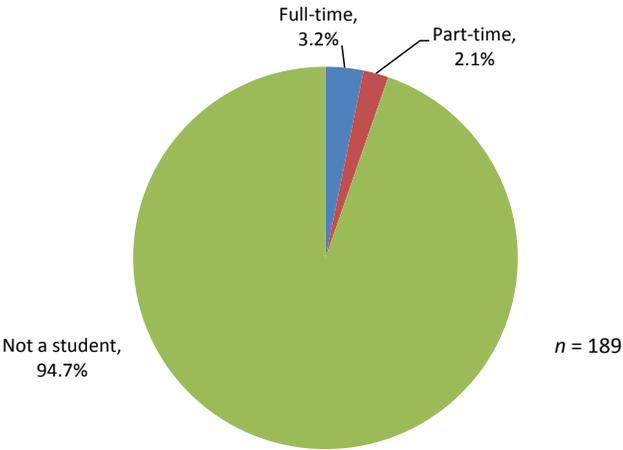
Exhibit E.12 Employment Status



Question 14: Are you a student?

Few Sun Van and Oro Valley Dial-A-Ride respondents (approximately five percent) cited being a full- or part-time student. This is consistent with Question 10, wherein nearly 77 percent said they were 45 years of age or older.

Exhibit E.13 Student Status



Section 2: Tell us about your most recent trip

Question 15: When you called to place your ride reservation, was the phone answered promptly?

More than 90 percent of respondents agreed the phone was answered promptly.

Question 16: Was the Customer Service Agent pleasant, and were you treated courteously?

More than 96 percent agreed they were treated courteously by a pleasant Customer Service agent.

Question 17: Did the Sun Van vehicle arrive on time?

More than 92 percent said the vehicle arrived on time.

Question 18: Was the vehicle clean and sanitary?

More than 98 percent said the vehicle was clean and sanitary.

Question 19: Was the driver dressed professionally?

More than 95 percent said the driver was dressed professionally.

Question 20: Did the Sun Van driver greet you by name?

Nearly 93 percent said they were greeted by name.

Question 21: If needed, did the Sun Van driver assist you in getting into the vehicle?

Ninety-two percent of respondents said they were assisted by the driver if they needed it.

Question 22: If you used a wheelchair, was it tied down and secured to the floor?

Slightly more than 89 percent answered affirmatively. It is unclear as to whether any of the “no” responses were due to improper securement of wheelchairs. It is likely some respondents answered “no” because they didn’t use a wheelchair, rather than because it was improperly secured.

Question 23: Did you reach your destination on time and safely?

More than 95 percent reported reaching their destination on time and safely. Of those who responded “no,” there is no differentiation between those who arrived late and any who may have felt they did not arrive safely.

Question 24: Was the ride comfortable?

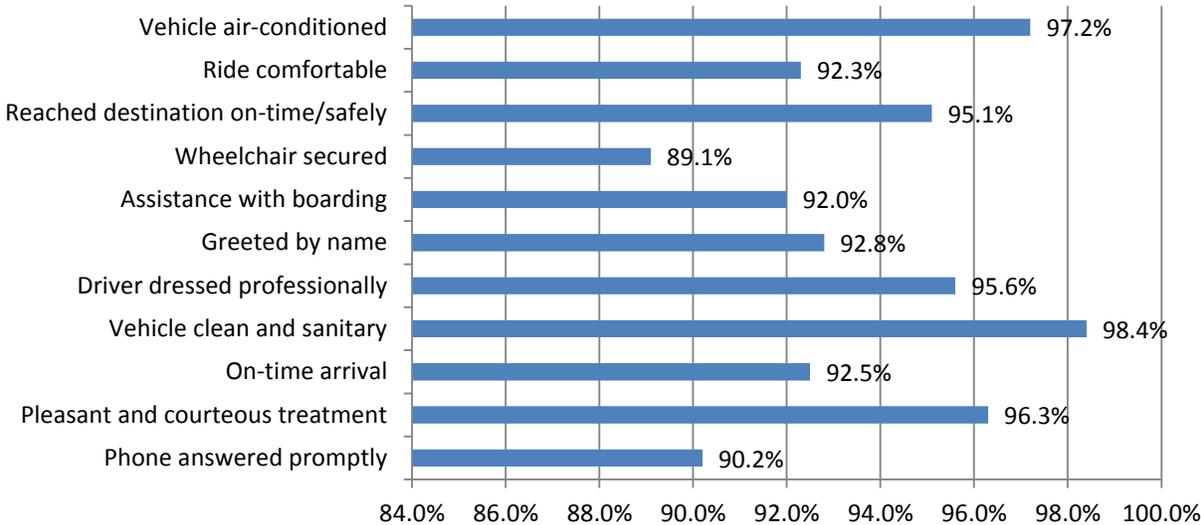
More than 92 percent of respondents found the ride to be comfortable.

Question 25: Was the vehicle air-conditioned?

More than 97 percent agreed the vehicle was air-conditioned.



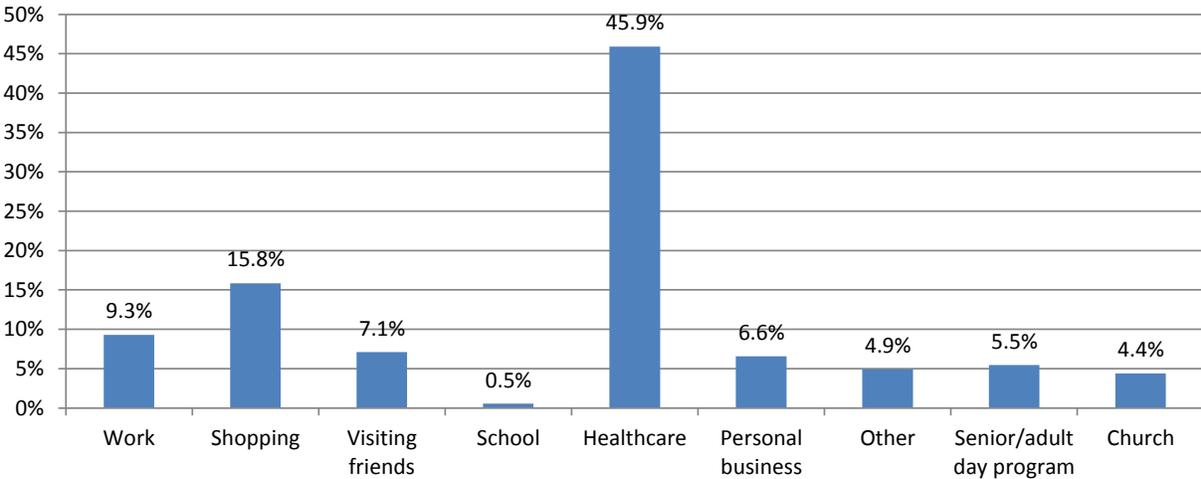
Exhibit E.14 Perception of Service Delivery



Question 26: What is the primary purpose for this trip?

The largest percentage of respondents cited use of Sun Van and Oro Valley Dial-A-Ride to access healthcare (45.9 percent). Another 15.8 percent use the service for shopping, while 14.8 percent provided other responses. Among other responses, the most frequently cited were senior and adult day programs (5.5 percent) and church (4.4 percent). Given the frequency of these responses, they have been added to the chart in Exhibit E.15 (resulting in the percentage of other to be reduced to 4.9 percent).

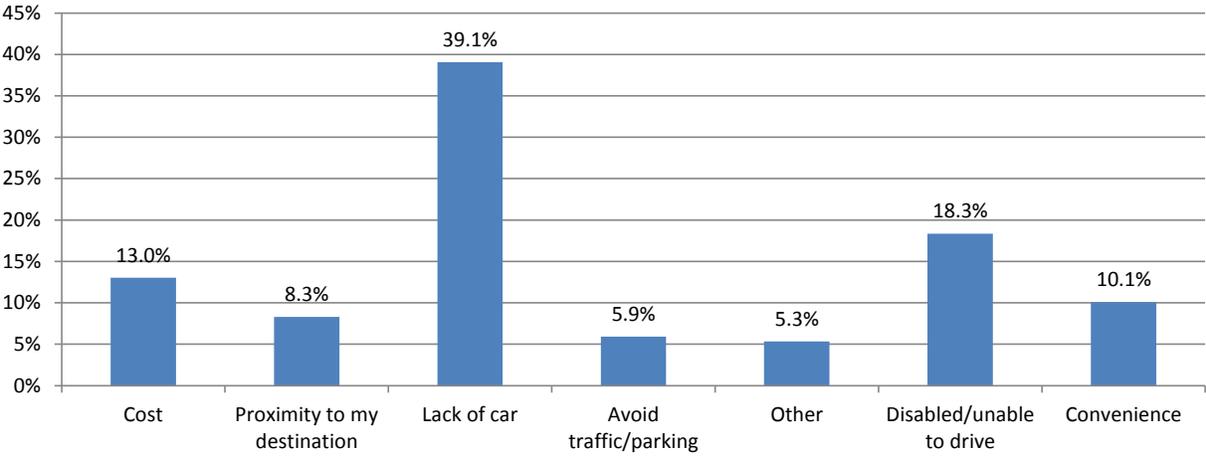
Exhibit E.15 Trip Purpose



Question 27: Why did you choose to ride Sun Van for this trip?

More than 39 percent of respondents use Sun Van or Oro Valley Dial-A-Ride because they do not have access to a car. Other was the second most frequently cited response; specific responses included being disabled or otherwise unable to drive (18.3 percent) and convenience (10.1 percent). Given the frequency of these responses, they have been added to the chart in Exhibit E.16 (resulting in the percentage of other to be reduced to 5.3 percent).

Exhibit E.16 Reason for Riding



Question 28: What impact, if any, did the recent introduction of the SunGo card have on your use of public transit?

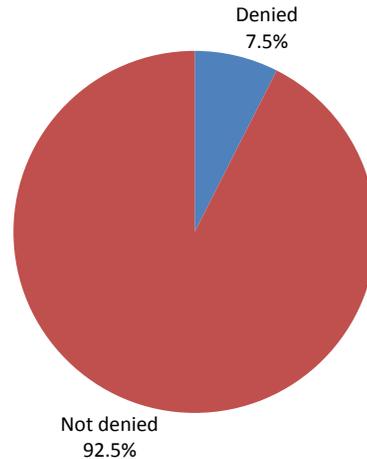
This question was inadvertently included on the Sun Van survey. It should not have been included as Sun Van does not accept the SunGo smartcard. It was not included on the Oro Valley Dial-A-Ride survey. As such, this question is eliminated from the analysis.



Question 29: During the last month, were you denied any trips you attempted to schedule on Sun Van?
Just over seven percent of respondents cited experiencing a trip denial during the month prior to survey completion (which would have included portions of August and September 2013).

Exhibit E.17 Incidence of Trip Denials

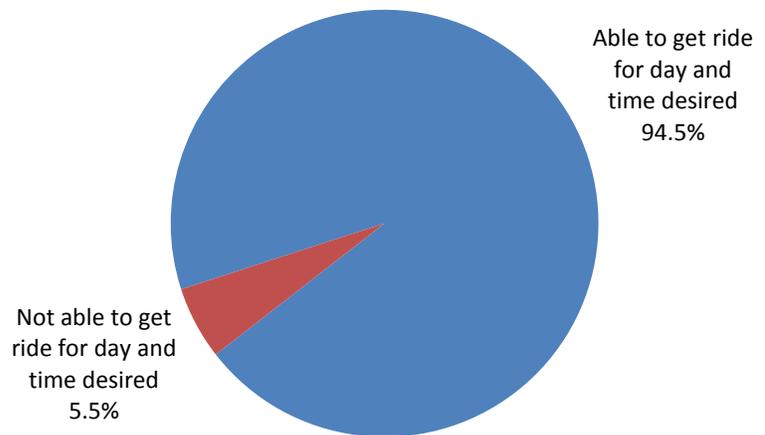
n = 174



Question 30: When you called to make your reservation, were you able to get a ride for the day and time you wanted?

More than 94 percent indicated they were able to get a ride at the requested day and time.

Exhibit E.18 Ability to Get Ride for Day and Time Desired



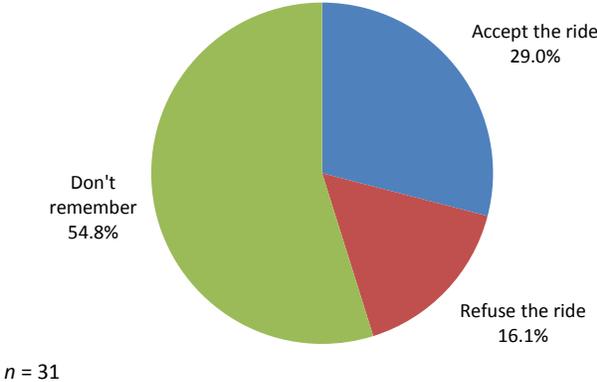
n = 163



Question 30a: If no, when you were offered a ride at another time, did you....

While only nine respondents selected a “no” response to Question 30, 31 indicated a response to Question 30a. Of those 31 respondents, nearly 55 percent said they did not remember whether they accepted a ride at another time. Just over 16 percent said they refused the ride.

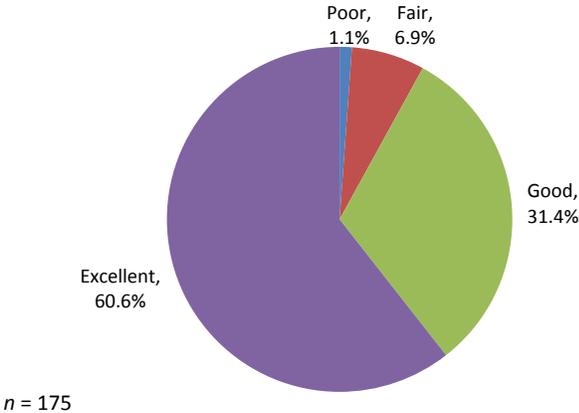
Exhibit E.19 Acceptance of Alternative Trip Reservation



Question 31: How would you rate the ride reservation process overall?

Ninety-two percent of respondents rated the ride reservation process as good or excellent. Just two respondents rated it as poor.

Exhibit E.20 Evaluation of Ride Reservation Process



Simple Frequencies

Note: Percentages are rounded, which may result in some inconsistencies in the percentage totals.

Q1. How often do you ride Sun Van in a typical week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a week	83	41.3	44.4	44.4
	1-2 times a week	56	27.9	29.9	74.3
	3-4 times a week	22	10.9	11.8	86.1
	5 or more times a week	26	12.9	13.9	100.0
	Total	187	93.0	100.0	
Missing	System	14	7.0		
Total		201	100.0		

Q1A. Do you typically travel with a Personal Care Attendant?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	6.5	10.7	10.7
	No	109	54.2	89.3	100.0
	Total	122	60.7	100.0	
Missing	System	79	39.3		
Total		201	100.0		

Q2. How long have you been a Sun Van rider?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	44	21.9	23.0	23.0
	1-2 years	41	20.4	21.5	44.5
	3-4 years	42	20.9	22.0	66.5
	5 years or more	64	31.8	33.5	100.0
	Total	191	95.0	100.0	
Missing	System	10	5.0		
Total		201	100.0		

Q3. How would you travel if Sun Van was not available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive own vehicle	50	24.9	100.0	100.0
Missing	System	151	75.1		
Total		201	100.0		



	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i> <i>Ride bicycle</i>	1	0.5	100.0	100.0
<i>Missing</i> <i>System</i>	200	99.5		
<i>Total</i>	201	100.0		

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i> <i>Friend/family member</i>	78	38.8	100.0	100.0
<i>Missing</i> <i>System</i>	123	61.2		
<i>Total</i>	201	100.0		

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i> <i>Walk</i>	8	4.0	100.0	100.0
<i>Missing</i> <i>System</i>	193	96.0		
<i>Total</i>	201	100.0		

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i> <i>Wouldn't make trip</i>	56	27.9	100.0	100.0
<i>Missing</i> <i>System</i>	145	72.1		
<i>Total</i>	201	100.0		

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i> <i>Taxi</i>	16	8.0	100.0	100.0
<i>Missing</i> <i>System</i>	185	92.0		
<i>Total</i>	201	100.0		

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i> <i>Other</i>	19	9.5	100.0	100.0
<i>Missing</i> <i>System</i>	182	90.5		
<i>Total</i>	201	100.0		

Q30Other. How would you travel if Sun Van was not available? – Other (specify)

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	186	92.5	92.5	92.5
<i>BUS</i>	1	0.5	0.5	93.0
<i>HANDICAR/GENTLE CAR</i>	1	0.5	0.5	93.5
<i>PAY MORE</i>	1	0.5	0.5	94.0
<i>USE ANOTHER SERVICE</i>	11	5.5	5.5	99.5
<i>WHEELCHAIR VAN</i>	1	0.5	0.5	100.0
<i>Total</i>	201	100.0	100.0	



Q4. How do you typically pay for your Sun Van ride?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	By phone	71	35.3	37.0	37.0
	In person	57	28.4	29.7	66.7
	By mail	43	21.4	22.4	89.1
	SunGo smartcard	21	10.4	10.9	100.0
	Total	192	95.5	100.0	
Missing	System	9	4.5		
Total		201	100.0		

Q5. Which fare category applies to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regular fare	105	52.2	63.6	63.6
	SunGo ID & Card	60	29.9	36.4	100.0
	Total	165	82.1	100.0	
Missing	System	36	17.9		
Total		201	100.0		

Q6. What is your approximate annual household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$20,000	96	47.8	50.5	50.5
	\$20,001 to \$35,000	28	13.9	14.7	65.3
	\$35,001 to \$50,000	20	10.0	10.5	75.8
	\$50,001 to \$75,000	9	4.5	4.7	80.5
	\$75,001 to \$100,000	3	1.5	1.6	82.1
	More than \$100,000	3	1.5	1.6	83.7
	Decline to respond	31	15.4	16.3	100.0
	Total	190	94.5	100.0	
Missing	System	11	5.5		
Total		201	100.0		

Q7. Are you... [Respondents were asked to describe their ethnicity]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	53	26.4	100.0	100.0
Missing	System	148	73.6		
Total		201	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black	9	4.5	100.0	100.0
Missing	System	192	95.5		
Total		201	100.0		



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	125	62.2	100.0	100.0
Missing	System	76	37.8		
Total		201	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian/Pacific Islander	2	1.0	100.0	100.0
Missing	System	199	99.0		
Total		201	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American Indian	5	2.5	100.0	100.0
Missing	System	196	97.5		
Total		201	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	3	1.5	100.0	100.0
Missing	System	198	98.5		
Total		201	100.0		

Q8. Please indicate which languages are spoken in your home.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	181	90.0	100.0	100.0
Missing	System	20	10.0		
Total		201	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spanish	18	9.0	100.0	100.0
Missing	System	183	91.0		
Total		201	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	3	1.5	100.0	100.0
Missing	System	198	98.5		
Total		201	100.0		



Q8Other. Please indicate which languages are spoken in your home. – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
<i>Valid</i>				
AMERICAN SIGN LANGUAGE	199	99.0	99.0	99.0
RUSSIAN	1	0.5	0.5	99.5
<i>Total</i>	201	100.0	100.0	100.0

Q9. What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
<i>Valid</i>				
Male	63	31.3	31.3	31.3
Female	133	66.2	66.2	97.5
Decline to respond	5	2.5	2.5	100.0
<i>Total</i>	201	100.0	100.0	

Q10. What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
<i>Valid</i>				
16 to 18	7	3.5	3.6	3.6
19 to 24	11	5.5	5.6	9.1
25 to 44	18	9.0	9.1	18.3
45 to 64	35	17.4	17.8	36.0
65 or older	116	57.7	58.9	94.9
Decline to respond	10	5.0	5.1	100.0
<i>Total</i>	197	98.0	100.0	
<i>Missing</i>				
System	4	2.0		
<i>Total</i>	201	100.0		

Q11. What is your most common source of information about Sun Van services?

	Frequency	Percent	Valid Percent	Cumulative Percent
<i>Valid</i>				
Home	70	34.8	42.7	42.7
Work	5	2.5	3.0	45.7
School	2	1.0	1.2	47.0
No access	32	15.9	19.5	66.5
Library	3	1.5	1.8	68.3
Cell phone/mobile device	26	12.9	15.9	84.1
Other	26	12.9	15.9	100.0
<i>Total</i>	164	81.6	100.0	
<i>Missing</i>				
System	37	18.4		
<i>Total</i>	201	100.0		



Q11Other. What is your most common source of information about Sun Van services? – Other (specify)

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	186	92.5	92.5	92.5
<i>BY MAIL</i>	1	0.5	0.5	93.0
<i>DRIVERS/WORKERS</i>	1	0.5	0.5	93.5
<i>DTA</i>	1	0.5	0.5	94.0
<i>IN THE VAN</i>	1	0.5	0.5	94.5
<i>NEWSPAPER</i>	1	0.5	0.5	95.0
<i>NEWSPAPERS</i>	1	0.5	0.5	95.5
<i>WEBPAGE</i>	2	1.0	1.0	96.5
<i>WEBSITE</i>	3	1.5	1.5	98.0
<i>WORD OF MOUTH</i>	4	2.0	2.0	100.0
<i>Total</i>	201	100.0	100.0	

Q12. What is your home zip code?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>				
58713	1	0.5	0.6	0.6
85410	1	0.5	0.6	1.1
85701	1	0.5	0.6	1.7
85704	9	4.5	5.1	6.8
85705	8	4.0	4.5	11.4
85706	3	1.5	1.7	13.1
85710	19	9.5	10.8	23.9
85711	10	5.0	5.7	29.5
85712	16	8.0	9.1	38.6
85713	7	3.5	4.0	42.6
85714	2	1.0	1.1	43.8
85715	5	2.5	2.8	46.6
85716	5	2.5	2.8	49.4
85718	3	1.5	1.7	51.1
85719	7	3.5	4.0	55.1
85730	10	5.0	5.7	60.8
85735	1	0.5	0.6	61.4
85737	26	12.9	14.8	76.1
85742	1	0.5	0.6	76.7
85745	5	2.5	2.8	79.5
85746	2	1.0	1.1	80.7
85747	1	0.5	0.6	81.3
85748	2	1.0	1.1	82.4
85755	30	14.9	17.0	99.4
85756	1	0.5	0.6	100.0
<i>Total</i>	176	87.6	100.0	
<i>Missing</i>				
System	25	12.4		
<i>Total</i>	201	100.0		



Q13. Are you employed?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Full-time</i>	8	4.0	4.1	4.1
	<i>Part-time</i>	21	10.4	10.9	15.0
	<i>Retired</i>	124	61.7	64.2	79.3
	<i>Unemployed</i>	40	19.9	20.7	100.0
	<i>Total</i>	193	96.0	100.0	
<i>Missing</i>	<i>System</i>	8	4.0		
<i>Total</i>		201	100.0		

Q14. Are you a student?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Full-time</i>	6	3.0	3.2	3.2
	<i>Part-time</i>	4	2.0	2.1	5.3
	<i>Not a student</i>	179	89.1	94.7	100.0
	<i>Total</i>	189	94.0	100.0	
<i>Missing</i>	<i>System</i>	12	6.0		
<i>Total</i>		201	100.0		

Q15. When you called to place your ride reservation, was the phone answered promptly?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	166	82.6	90.2	90.2
	<i>No</i>	18	9.0	9.8	100.0
	<i>Total</i>	184	91.5	100.0	
<i>Missing</i>	<i>System</i>	17	8.5		
<i>Total</i>		201	100.0		

Q16. Was the Customer Service Agent pleasant, and were you treated courteously?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	181	90.0	96.3	96.3
	<i>No</i>	7	3.5	3.7	100.0
	<i>Total</i>	188	93.5	100.0	
<i>Missing</i>	<i>System</i>	13	6.5		
<i>Total</i>		201	100.0		



Q17. Did the Sun Van vehicle arrive on time?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	173	86.1	92.5	92.5
	<i>No</i>	14	7.0	7.5	100.0
	<i>Total</i>	187	93.0	100.0	
<i>Missing</i>	<i>System</i>	14	7.0		
<i>Total</i>		201	100.0		

Q18. Was the vehicle clean and sanitary?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	183	91.0	98.4	98.4
	<i>No</i>	3	1.5	1.6	100.0
	<i>Total</i>	186	92.5	100.0	
<i>Missing</i>	<i>System</i>	15	7.5		
<i>Total</i>		201	100.0		

Q19. Was the driver dressed professionally?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	175	87.1	95.6	95.6
	<i>No</i>	8	4.0	4.4	100.0
	<i>Total</i>	183	91.0	100.0	
<i>Missing</i>	<i>System</i>	18	9.0		
<i>Total</i>		201	100.0		

Q20. Did the Sun Van driver greet you by name?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	168	83.6	92.8	92.8
	<i>No</i>	13	6.5	7.2	100.0
	<i>Total</i>	181	90.0	100.0	
<i>Missing</i>	<i>System</i>	20	10.0		
<i>Total</i>		201	100.0		

Q21. If needed, did the Sun Van driver assist you in getting into the vehicle?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	161	80.1	92.0	92.0
	<i>No</i>	14	7.0	8.0	100.0
	<i>Total</i>	175	87.1	100.0	
<i>Missing</i>	<i>System</i>	26	12.9		
<i>Total</i>		201	100.0		



Q22. If you used a wheelchair, was it tied down and secured to the floor?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	114	56.7	89.1	89.1
	<i>No</i>	14	7.0	10.9	100.0
	<i>Total</i>	128	63.7	100.0	
<i>Missing</i>	<i>System</i>	73	36.3		
<i>Total</i>		201	100.0		

Q23. Did you reach your destination on time and safely?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	175	87.1	95.1	95.1
	<i>No</i>	9	4.5	4.9	100.0
	<i>Total</i>	184	91.5	100.0	
<i>Missing</i>	<i>System</i>	17	8.5		
<i>Total</i>		201	100.0		

Q24. Was the ride comfortable?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	169	84.1	92.3	92.3
	<i>No</i>	14	7.0	7.7	100.0
	<i>Total</i>	183	91.0	100.0	
<i>Missing</i>	<i>System</i>	18	9.0		
<i>Total</i>		201	100.0		

Q25. Was the vehicle air-conditioned?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	175	87.1	97.2	97.2
	<i>No</i>	5	2.5	2.8	100.0
	<i>Total</i>	180	89.6	100.0	
<i>Missing</i>	<i>System</i>	21	10.4		
<i>Total</i>		201	100.0		



Q26. What is the primary purpose for this trip?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Work</i>	17	8.5	9.3	9.3
	<i>Shopping</i>	29	14.4	15.8	25.1
	<i>Visiting friends</i>	13	6.5	7.1	32.2
	<i>School</i>	1	0.5	0.5	32.8
	<i>Healthcare</i>	84	41.8	45.9	78.7
	<i>Personal business</i>	12	6.0	6.6	85.2
	<i>Other</i>	27	13.4	14.8	100.0
	<i>Total</i>	183	91.0	100.0	
<i>Missing</i>	<i>System</i>	18	9.0		
<i>Total</i>		201	100.0		

Q26Other. What is the primary purpose for this trip? – Other (specify)

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>		178	88.6	88.6	88.6
	<i>ADULT DAY PROGRAM</i>	5	2.5	2.5	91.0
	<i>BEACON GROUP</i>	1	0.5	0.5	91.5
	<i>CASINO</i>	1	0.5	0.5	92.0
	<i>CHURCH</i>	8	4.0	4.0	96.0
	<i>DAYCARE</i>	1	0.5	0.5	96.5
	<i>EXERCISE</i>	2	1.0	1.0	97.5
	<i>SENIOR PROGRAM</i>	5	2.5	2.5	100.0
	<i>Total</i>	201	100.0	100.0	

Q27. Why did you choose to ride Sun Van for this trip?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Cost</i>	22	10.9	13.0	13.0
	<i>Proximity to my destination</i>	14	7.0	8.3	21.3
	<i>Lack of car</i>	66	32.8	39.1	60.4
	<i>Avoid traffic/parking</i>	10	5.0	5.9	66.3
	<i>Other</i>	57	28.4	33.7	100.0
	<i>Total</i>	169	84.1	100.0	
<i>Missing</i>	<i>System</i>	32	15.9		
<i>Total</i>		201	100.0		



Q27 Other. Why did you choose to ride Sun Van for this trip? – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
<i>Valid</i>	150	74.6	74.6	74.6
CANNOT DRIVE	7	3.5	3.5	78.1
CONVENIENCE	17	8.5	8.5	86.6
DISABLED	24	11.9	11.9	98.5
LACK OF OPTIONS	2	1.0	1.0	99.5
PORTAL TO PORTAL SERVICE	1	0.5	0.5	100.0
<i>Total</i>	201	100.0	100.0	

Q28. What impact, if any, did the recent introduction of the SunGo card have on your use of public transit?

	Frequency	Percent	Valid Percent	Cumulative Percent
<i>Valid</i>				
Ride more often	11	5.5	12.6	12.6
No impact	71	35.3	81.6	94.3
Ride less often	5	2.5	5.7	100.0
<i>Total</i>	87	43.3	100.0	
<i>Missing</i>				
System	114	56.7		
<i>Total</i>	201	100.0		

Q29. During the last month, were you denied any trips you attempted to schedule on Sun Van?

	Frequency	Percent	Valid Percent	Cumulative Percent
<i>Valid</i>				
Yes	13	6.5	7.5	7.5
No	161	80.1	92.5	100.0
<i>Total</i>	174	86.6	100.0	
<i>Missing</i>				
System	27	13.4		
<i>Total</i>	201	100.0		

Q30. When you called to make your reservation, were you able to get a ride for the day and time you wanted?

	Frequency	Percent	Valid Percent	Cumulative Percent
<i>Valid</i>				
Yes	154	76.6	94.5	94.5
No	9	4.5	5.5	100.0
<i>Total</i>	163	81.1	100.0	
<i>Missing</i>				
System	38	18.9		
<i>Total</i>	201	100.0		



Q30A. If no, when you were offered a ride at another time, did you....

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Accept the ride</i>	9	4.5	29.0	29.0
	<i>Refuse the ride</i>	5	2.5	16.1	45.2
	<i>Don't remember</i>	17	8.5	54.8	100.0
	<i>Total</i>	31	15.4	100.0	
<i>Missing</i>	<i>System</i>	170	84.6		
<i>Total</i>		201	100.0		

Q31. How would you rate the ride reservation process overall?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Poor</i>	2	1.0	1.1	1.1
	<i>Fair</i>	12	6.0	6.9	8.0
	<i>Good</i>	55	27.4	31.4	39.4
	<i>Excellent</i>	106	52.7	60.6	100.0
	<i>Total</i>	175	87.1	100.0	
<i>Missing</i>	<i>System</i>	26	12.9		
<i>Total</i>		201	100.0		



Sun Van Summary

The following presents a brief rider profile based on responses to the Sun Van onboard customer survey.

The “profile” Sun Van rider:

- Is female (63.8 percent), age 65 or older (58.7 percent), and retired (61.7 percent).
- Identifies herself as white (67.7 percent) and speaks English at home (89.2 percent).
- Cites an income of less than \$20,000 annually (57 percent).
- Rides relatively infrequently (two or fewer times a week) (75.2 percent).
- Has been a Sun Van rider for three years or more (57.6 percent).
- Would ride with a friend or family member (40 percent) or not make the trip (33.1 percent) if Sun Van were not available.
- Uses the phone (50.8 percent) or mail (28.9 percent) to pay for her trip.
- Accesses service information from home (49.1 percent) or does not have access to service information (19.4 percent).
- Generally agrees with the satisfaction statements on the survey (though “Was the ride comfortable?” was the non-conditional question receiving the most “no” responses).
- Uses Sun Van to access healthcare (46.2 percent) or shopping (15.4 percent).
- Chooses Sun Van because of lack of access to a car (37.1 percent), due to a disability (18.1 percent), or for convenience (16.2 percent).
- Is able to get rides at the day and time requested (96.2 percent).
- Rates the ride reservation process as good or excellent (92.6 percent).

Sun Van Simple Frequencies¹

Q1. How often do you ride Sun Van in a typical week?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Less than once a week</i>	59	45.4	48.8	48.8
	<i>1-2 times a week</i>	32	24.6	26.4	75.2
	<i>3-4 times a week</i>	11	8.5	9.1	84.3
	<i>5 or more times a week</i>	19	14.6	15.7	100.0
	<i>Total</i>	121	93.1	100.0	
<i>Missing</i>	<i>System</i>	9	6.9		
<i>Total</i>		130	100.0		

¹ Note: Two additional survey responses were received following the close of the survey for the primary analysis for this Appendix. However, these responses are represented in the Sun Van summary. While the addition of two responses does not change the findings in this chapter or the overall system findings, it should be noted the sample size here is slightly larger than that cited within the main analysis section of the Appendix.



Q1A. Do you typically travel with a Personal Care Attendant?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	7.7	12.7	12.7
	No	69	53.1	87.3	100.0
	Total	79	60.8	100.0	
Missing	System	51	39.2		
Total		130	100.0		

Q2. How long have you been a Sun Van rider?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	27	20.8	21.6	21.6
	1-2 years	26	20.0	20.8	42.4
	3-4 years	24	18.5	19.2	61.6
	5 years or more	48	36.9	38.4	100.0
	Total	125	96.2	100.0	
Missing	System	5	3.8		
Total		130	100.0		

Q3. How would you travel if Sun Van was not available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive own vehicle	19	14.6	100.0	100.0
Missing	System	111	85.4		
Total		130	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friend/family member	52	40.0	100.0	100.0
Missing	System	78	60.0		
Total		130	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk	6	4.6	100.0	100.0
Missing	System	124	95.4		
Total		130	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wouldn't make trip	43	33.1	100.0	100.0
Missing	System	87	66.9		
Total		130	100.0		



	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid Taxi</i>	14	10.8	100.0	100.0
<i>Missing System</i>	116	89.2		
<i>Total</i>	130	100.0		

Q3Other. How would you travel if Sun Van was not available? – Other (specify)

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	118	90.8	90.8	90.8
<i>Pay more</i>	1	0.8	0.8	91.5
<i>Use another service</i>	11	8.5	8.5	100.0
<i>Total</i>	130	100.0	100.0	

Q4. How do you typically pay for your Sun Van ride?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>				
<i>By phone</i>	65	50.0	50.8	50.8
<i>In person</i>	17	13.1	13.3	64.1
<i>By mail</i>	37	28.5	28.9	93.0
<i>SunGo smartcard</i>	9	6.9	7.0	100.0
<i>Total</i>	128	98.5	100.0	
<i>Missing System</i>	2	1.5		
<i>Total</i>	130	100.0		

Q5. Which fare category applies to you?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>				
<i>Regular fare</i>	74	56.9	66.1	66.1
<i>SunGo ID & Card</i>	38	29.2	33.9	100.0
<i>Total</i>	112	86.2	100.0	
<i>Missing System</i>	18	13.8		
<i>Total</i>	130	100.0		



Q6. What is your approximate annual household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$20,000	73	56.2	57.0	57.0
	\$20,001 to \$35,000	22	16.9	17.2	74.2
	\$35,001 to \$50,000	8	6.2	6.3	80.5
	\$50,001 to \$75,000	3	2.3	2.3	82.8
	\$75,001 to \$100,000	2	1.5	1.6	84.4
	More than \$100,000	3	2.3	2.3	86.7
	Decline to respond	17	13.1	13.3	100.0
	Total	128	98.5	100.0	
Missing	System	2	1.5		
Total		130	100.0		

Q7. Are you... [Respondents were asked to describe their ethnicity]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	28	21.5	100.0	100.0
Missing	System	102	78.5		
Total		130	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black	8	6.2	100.0	100.0
Missing	System	122	93.8		
Total		130	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	88	67.7	100.0	100.0
Missing	System	42	32.3		
Total		130	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian/Pacific Islander	1	0.8	100.0	100.0
Missing	System	129	99.2		
Total		130	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American Indian	4	3.1	100.0	100.0
Missing	System	126	96.9		
Total		130	100.0		



	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid Other</i>	2	1.5	100.0	100.0
<i>Missing System</i>	128	98.5		
<i>Total</i>	130	100.0		

Q8. Please indicate which languages are spoken in your home.

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid English</i>	116	89.2	100.0	100.0
<i>Missing System</i>	14	10.8		
<i>Total</i>	130	100.0		

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid Spanish</i>	16	12.3	100.0	100.0
<i>Missing System</i>	114	87.7		
<i>Total</i>	130	100.0		

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid Other</i>	2	1.5	100.0	100.0
<i>Missing System</i>	128	98.5		
<i>Total</i>	130	100.0		

Q8Other. Please indicate which languages are spoken in your home. – Other (specify)

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid Russian</i>	129	99.2	99.2	99.2
<i>Total</i>	130	100.0	100.0	100.0

Q9. What is your gender?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid Male</i>	47	36.2	36.2	36.2
<i>Valid Female</i>	83	63.8	63.8	100.0
<i>Total</i>	130	100.0	100.0	



Q10. What is your age?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	16 to 18	7	5.4	5.6	5.6
	19 to 24	8	6.2	6.3	11.9
	25 to 44	9	6.9	7.1	19.0
	45 to 64	22	16.9	17.5	36.5
	65 or older	74	56.9	58.7	95.2
	Decline to respond	6	4.6	4.8	100.0
	Total	126	96.9	100.0	
<i>Missing</i>	System	4	3.1		
<i>Total</i>		130	100.0		

Q11. What is your most common source of information about Sun Van services?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Home	53	40.8	49.1	49.1
	Work	3	2.3	2.8	51.9
	School	1	0.8	0.9	52.8
	No Access	21	16.2	19.4	72.2
	Library	2	1.5	1.9	74.1
	Cell phone/mobile device	14	10.8	13.0	87.0
	Other	14	10.8	13.0	100.0
	Total	108	83.1	100.0	
<i>Missing</i>	System	22	16.9		
<i>Total</i>		130	100.0		

Q11Other. What is your most common source of information about Sun Van services? – Other (specify)

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>		121	93.1	93.1	93.1
	BY MAIL	1	0.8	0.8	93.8
	DTA	1	0.8	0.8	94.6
	IN THE VAN	1	0.8	0.8	95.4
	NEWSPAPER	1	0.8	0.8	96.2
	WEBPAGE	2	1.5	1.5	97.7
	WORD OF MOUTH	3	2.3	2.3	100.0
	Total	130	100.0	100.0	



Q12. What is your home zip code?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	85410	1	0.8	0.9	0.9
	85701	1	0.8	0.9	1.8
	85704	1	0.8	0.9	2.7
	85705	8	6.2	7.1	9.8
	85706	3	2.3	2.7	12.5
	85710	20	15.4	17.9	30.4
	85711	10	7.7	8.9	39.3
	85712	16	12.3	14.3	53.6
	85713	8	6.2	7.1	60.7
	85714	2	1.5	1.8	62.5
	85715	5	3.8	4.5	67.0
	85716	5	3.8	4.5	71.4
	85718	3	2.3	2.7	74.1
	85719	7	5.4	6.3	80.4
	85730	10	7.7	8.9	89.3
	85745	6	4.6	5.4	94.6
	85746	2	1.5	1.8	96.4
	85747	1	0.8	0.9	97.3
	85748	2	1.5	1.8	99.1
	85756	1	0.8	0.9	100.0
	<i>Total</i>	112	86.2	100.0	
<i>Missing</i>	<i>System</i>	18	13.8		
<i>Total</i>		130	100.0		

Q13. Are you employed?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Full-time</i>	5	3.8	3.9	3.9
	<i>Part-time</i>	18	13.8	14.1	18.0
	<i>Retired</i>	79	60.8	61.7	79.7
	<i>Unemployed</i>	26	20.0	20.3	100.0
	<i>Total</i>	128	98.5	100.0	
<i>Missing</i>	<i>System</i>	2	1.5		
<i>Total</i>		130	100.0		



Q14. Are you a student?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Full-time</i>	5	3.8	4.0	4.0
	<i>Part-time</i>	3	2.3	2.4	6.4
	<i>Not a student</i>	117	90.0	93.6	100.0
	<i>Total</i>	125	96.2	100.0	
<i>Missing</i>	<i>System</i>	5	3.8		
<i>Total</i>		130	100.0		

Q15. When you called to place your ride reservation, was the phone answered promptly?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	109	83.8	90.1	90.1
	<i>No</i>	12	9.2	9.9	100.0
	<i>Total</i>	121	93.1	100.0	
<i>Missing</i>	<i>System</i>	9	6.9		
<i>Total</i>		130	100.0		

Q16. Was the Customer Service Agent pleasant, and were you treated courteously?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	116	89.2	95.1	95.1
	<i>No</i>	6	4.6	4.9	100.0
	<i>Total</i>	122	93.8	100.0	
<i>Missing</i>	<i>System</i>	8	6.2		
<i>Total</i>		130	100.0		

Q17. Did the Sun Van vehicle arrive on time?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	109	83.8	90.1	90.1
	<i>No</i>	12	9.2	9.9	100.0
	<i>Total</i>	121	93.1	100.0	
<i>Missing</i>	<i>System</i>	9	6.9		
<i>Total</i>		130	100.0		

Q18. Was the vehicle clean and sanitary?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	118	90.8	97.5	97.5
	<i>No</i>	3	2.3	2.5	100.0
	<i>Total</i>	121	93.1	100.0	
<i>Missing</i>	<i>System</i>	9	6.9		
<i>Total</i>		130	100.0		



Q19. Was the driver dressed professionally?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Yes	112	86.2	93.3	93.3
	No	8	6.2	6.7	100.0
	<i>Total</i>	120	92.3	100.0	
<i>Missing</i>	System	10	7.7		
<i>Total</i>		130	100.0		

Q20. Did the Sun Van driver greet you by name?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Yes	108	83.1	91.5	91.5
	No	10	7.7	8.5	100.0
	<i>Total</i>	118	90.8	100.0	
<i>Missing</i>	System	12	9.2		
<i>Total</i>		130	100.0		

Q21. If needed, did the Sun Van driver assist you in getting into the vehicle?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Yes	100	76.9	89.3	89.3
	No	12	9.2	10.7	100.0
	<i>Total</i>	112	86.2	100.0	
<i>Missing</i>	System	18	13.8		
<i>Total</i>		130	100.0		

Q22. If you used a wheelchair, was it tied down and secured to the floor?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Yes	70	53.8	87.5	87.5
	No	10	7.7	12.5	100.0
	<i>Total</i>	80	61.5	100.0	
<i>Missing</i>	System	50	38.5		
<i>Total</i>		130	100.0		

Q23. Did you reach your destination on time and safely?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Yes	111	85.4	92.5	92.5
	No	9	6.9	7.5	100.0
	<i>Total</i>	120	92.3	100.0	
<i>Missing</i>	System	10	7.7		
<i>Total</i>		130	100.0		



Q24. Was the ride comfortable?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Yes	107	82.3	89.2	89.2
	No	13	10.0	10.8	100.0
	Total	120	92.3	100.0	
<i>Missing</i>	System	10	7.7		
<i>Total</i>		130	100.0		

Q25. Was the vehicle air-conditioned?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Yes	115	88.5	96.6	96.6
	No	4	3.1	3.4	100.0
	Total	119	91.5	100.0	
<i>Missing</i>	System	11	8.5		
<i>Total</i>		130	100.0		

Q26. What is the primary purpose for this trip?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Work	11	8.5	9.4	9.4
	Shopping	18	13.8	15.4	24.8
	Visiting friends	11	8.5	9.4	34.2
	Healthcare	54	41.5	46.2	80.3
	Personal business	8	6.2	6.8	87.2
	Other	15	11.5	12.8	100.0
	Total	117	90.0	100.0	
<i>Missing</i>	System	13	10.0		
<i>Total</i>		130	100.0		

Q26Other. What is the primary purpose for this trip? – Other (specify)

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>		116	89.2	89.2	89.2
	ADULT DAY CARE	1	0.8	0.8	90.0
	BEACON GROUP	1	0.8	0.8	90.8
	CASINO	1	0.8	0.8	91.5
	CHURCH	5	3.8	3.8	95.4
	DAYCARE	1	0.8	0.8	96.2
	SENIOR PROGRAM	5	3.8	3.8	100.0
	Total	130	100.0	100.0	



Q27. Why did you choose to ride Sun Van for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cost	15	11.5	14.3	14.3
	Proximity to my destination	7	5.4	6.7	21.0
	Lack of car	39	30.0	37.1	58.1
	Avoid traffic/parking	5	3.8	4.8	62.9
	Other	39	30.0	37.1	100.0
	Total	105	80.8	100.0	
Missing	System	25	19.2		
Total		130	100.0		

Q27Other. Why did you choose to ride Sun Van for this trip? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		94	72.3	72.3	72.3
	Convenience	17	13.1	13.1	85.4
	Disabled	19	14.6	14.6	100.0
	Total	130	100.0	100.0	

Q28. What impact, if any, did the recent introduction of the SunGo card have on your use of public transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride more often	11	8.5	12.5	12.5
	No impact	72	55.4	81.8	94.3
	Ride less often	5	3.8	5.7	100.0
	Total	88	67.7	100.0	
Missing	System	42	32.3		
Total		130	100.0		

Q29. During the last month, were you denied any trips you attempted to schedule on Sun Van?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	6.2	7.4	7.4
	No	100	76.9	92.6	100.0
	Total	108	83.1	100.0	
Missing	System	22	16.9		
Total		130	100.0		



Q30. When you called to make your reservation, were you able to get a ride for the day and time you wanted?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	101	77.7	96.2	96.2
	<i>No</i>	4	3.1	3.8	100.0
	<i>Total</i>	105	80.8	100.0	
<i>Missing</i>	<i>System</i>	25	19.2		
<i>Total</i>		130	100.0		

Q30A. If no, when you were offered a ride at another time, did you....

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Accept the ride</i>	7	5.4	30.4	30.4
	<i>Refuse the ride</i>	5	3.8	21.7	52.2
	<i>Don't remember</i>	11	8.5	47.8	100.0
	<i>Total</i>	23	17.7	100.0	
<i>Missing</i>	<i>System</i>	107	82.3		
<i>Total</i>		130	100.0		

Q31. How would you rate the ride reservation process overall?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Poor</i>	1	0.8	0.9	0.9
	<i>Fair</i>	7	5.4	6.4	7.3
	<i>Good</i>	41	31.5	37.6	45.0
	<i>Excellent</i>	60	46.2	55.0	100.0
	<i>Total</i>	109	83.8	100.0	
<i>Missing</i>	<i>System</i>	21	16.2		
<i>Total</i>		130	100.0		



Oro Valley Dial-A-Ride Summary

The following presents a brief rider profile based on responses to the Oro Valley Dial-A-Ride onboard customer survey.

The “profile” Oro Valley Dial-A-Ride rider:

- Is female (68.5 percent), age 65 or older (60.3 percent), and retired (70.1 percent).
- Identifies herself as white (52.1 percent) or Hispanic/Latino (34.2 percent) and speaks English at home (91.8 percent).
- Cites an income of \$50,000 or less annually (67.1 percent).
- Rides relatively infrequently (two or fewer times a week) (73.6 percent).
- Is equally likely to be a new, relatively new, or long-time rider of Oro Valley Dial-A-Ride.
- Would drive her own vehicle (42.5 percent) or ride with a friend or family member (37 percent) if Oro Valley Dial-A-Ride were not available.
- Pays for her trip in person (60.6 percent).
- Accesses service information from home (32.8 percent) or via a cell phone/mobile device (20.7 percent) (though 19 percent cited having no access).
- Generally agrees with the satisfaction statements on the survey (though “Was the phone answered promptly?” was the non-conditional question receiving the most “no” responses).
- Uses Oro Valley Dial-A-Ride to access healthcare (46.3 percent) or shopping (16.4 percent).
- Chooses Oro Valley Dial-A-Ride because of lack of access to a car (41.5 percent) or cost (12.3 percent).
- Is able to get rides at the day and time requested (91.5 percent).
- Rates the ride reservation process as good or excellent (91.1 percent).



Oro Valley Dial-A-Ride Simple Frequencies

Q1. How often do you ride Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) in a typical week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a week	25	34.2	36.8	36.8
	1-2 times a week	25	34.2	36.8	73.5
	3-4 times a week	11	15.1	16.2	89.7
	5 or more times a week	7	9.6	10.3	100.0
	Total	68	93.2	100.0	
Missing	System	5	6.8		
Total		73	100.0		

Q1A. Do you typically travel with a Personal Care Attendant?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	6.8	11.1	11.1
	No	40	54.8	88.9	100.0
	Total	45	61.6	100.0	
Missing	System	28	38.4		
Total		73	100.0		

Q2. How long have you been a Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) rider?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	18	24.7	26.5	26.5
	1-2 years	16	21.9	23.5	50.0
	3-4 years	18	24.7	26.5	76.5
	5 years or more	16	21.9	23.5	100.0
	Total	68	93.2	100.0	
Missing	System	5	6.8		
Total		73	100.0		

Q3. How would you travel if Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) was not available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive own vehicle	31	42.5	100.0	100.0
Missing	System	42	57.5		
Total		73	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride bicycle	1	1.4	100.0	100.0
Missing	System	72	98.6		
Total		73	100.0		



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friend/family member	27	37.0	100.0	100.0
Missing	System	46	63.0		
Total		73	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk	2	2.7	100.0	100.0
Missing	System	71	97.3		
Total		73	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wouldn't make trip	14	19.2	100.0	100.0
Missing	System	59	80.8		
Total		73	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taxi	2	2.7	100.0	100.0
Missing	System	71	97.3		
Total		73	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	3	4.1	100.0	100.0
Missing	System	70	95.9		
Total		73	100.0		

Q30Other. How would you travel if Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) was not available? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		70	95.9	95.9	95.9
	BUS	1	1.4	1.4	97.3
	HANDICAR/GENTLE CAR	1	1.4	1.4	98.6
	WHEELCHAIR VAN	1	1.4	1.4	100.0
Total		73	100.0	100.0	



Q4. How do you typically pay for your Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) ride?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	By phone	7	9.6	10.6	10.6
	In person	40	54.8	60.6	71.2
	By mail	6	8.2	9.1	80.3
	SunGo smartcard	13	17.8	19.7	100.0
	Total	66	90.4	100.0	
Missing	System	7	9.6		
Total		73	100.0		

Q5. Which fare category applies to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regular fare	31	42.5	56.4	56.4
	SunGo ID & Card	24	32.9	43.6	100.0
	Total	55	75.3	100.0	
Missing	System	18	24.7		
Total		73	100.0		

Q6. What is your approximate annual household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$20,000	23	31.5	35.9	35.9
	\$20,001 to \$35,000	7	9.6	10.9	46.9
	\$35,001 to \$50,000	13	17.8	20.3	67.2
	\$50,001 to \$75,000	6	8.2	9.4	76.6
	\$75,001 to \$100,000	1	1.4	1.6	78.1
	Decline to respond	14	19.2	21.9	100.0
	Total	64	87.7	100.0	
Missing	System	9	12.3		
Total		73	100.0		

Q7. Are you... [Respondents were asked to describe their ethnicity]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	25	34.2	100.0	100.0
Missing	System	48	65.8		
Total		73	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black	2	2.7	100.0	100.0
Missing	System	71	97.3		
Total		73	100.0		



		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>White</i>	38	52.1	100.0	100.0
<i>Missing</i>	<i>System</i>	35	47.9		
<i>Total</i>		73	100.0		

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Asian/Pacific Islander</i>	1	1.4	100.0	100.0
<i>Missing</i>	<i>System</i>	72	98.6		
<i>Total</i>		73	100.0		

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>American Indian</i>	1	1.4	100.0	100.0
<i>Missing</i>	<i>System</i>	72	98.6		
<i>Total</i>		73	100.0		

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Other</i>	1	1.4	100.0	100.0
<i>Missing</i>	<i>System</i>	72	98.6		
<i>Total</i>		73	100.0		

Q8. Please indicate which languages are spoken in your home.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>English</i>	67	91.8	100.0	100.0
<i>Missing</i>	<i>System</i>	6	8.2		
<i>Total</i>		73	100.0		

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Spanish</i>	2	2.7	100.0	100.0
<i>Missing</i>	<i>System</i>	71	97.3		
<i>Total</i>		73	100.0		

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Other</i>	1	1.4	100.0	100.0
<i>Missing</i>	<i>System</i>	72	98.6		
<i>Total</i>		73	100.0		



Q8Other. Please indicate which languages are spoken in your home. – Other (specify)

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>				
<i>AMERICAN SIGN LANGUAGE</i>	1	1.4	1.4	100.0
<i>Total</i>	73	100.0	100.0	

Q9. What is your gender?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>				
<i>Male</i>	18	24.7	24.7	24.7
<i>Female</i>	50	68.5	68.5	93.2
<i>Decline to respond</i>	5	6.8	6.8	100.0
<i>Total</i>	73	100.0	100.0	

Q10. What is your age?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>				
19 to 24	3	4.1	4.1	4.1
25 to 44	9	12.3	12.3	16.4
45 to 64	13	17.8	17.8	34.2
65 or older	44	60.3	60.3	94.5
<i>Decline to respond</i>	4	5.5	5.5	100.0
<i>Total</i>	73	100.0	100.0	

Q11. What is your most common source of information about Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) services?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>				
<i>Home</i>	19	26.0	32.8	32.8
<i>Work</i>	2	2.7	3.4	36.2
<i>School</i>	1	1.4	1.7	37.9
<i>No Access</i>	11	15.1	19.0	56.9
<i>Library</i>	1	1.4	1.7	58.6
<i>Cell phone/mobile device</i>	12	16.4	20.7	79.3
<i>Other</i>	12	16.4	20.7	100.0
<i>Total</i>	58	79.5	100.0	
<i>Missing</i>				
<i>System</i>	15	20.5		
<i>Total</i>	73	100.0		



Q11Other. What is your most common source of information about Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) services? – Other (specify)

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	67	91.8	91.8	91.8
DRIVERS/WORKERS	1	1.4	1.4	93.2
NEWSPAPERS	1	1.4	1.4	94.5
WEBSITE	3	4.1	4.1	98.6
WORD OF MOUTH	1	1.4	1.4	100.0
<i>Total</i>	73	100.0	100.0	

Q12. What is your home zip code?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	8	11.0	12.1	12.1
85704	1	1.4	1.5	13.6
85735	26	35.6	39.4	53.0
85737	1	1.4	1.5	54.5
85742	30	41.1	45.5	100.0
85755	66	90.4	100.0	
<i>Total</i>	73	100.0		
<i>Missing</i>	7	9.6		
System				
<i>Total</i>	73	100.0		

Q13. Are you employed?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	3	4.1	4.5	4.5
Full-time	3	4.1	4.5	9.0
Part-time	47	64.4	70.1	79.1
Retired	14	19.2	20.9	100.0
Unemployed	67	91.8	100.0	
<i>Total</i>	73	100.0		
<i>Missing</i>	6	8.2		
System				
<i>Total</i>	73	100.0		

Q14. Are you a student?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	1	1.4	1.5	1.5
Full-time	1	1.4	1.5	3.0
Part-time	64	87.7	97.0	100.0
Not a student	66	90.4	100.0	
<i>Total</i>	73	100.0		
<i>Missing</i>	7	9.6		
System				
<i>Total</i>	73	100.0		



Q15. When you called to place your ride reservation, was the phone answered promptly?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	58	79.5	90.6	90.6
	<i>No</i>	6	8.2	9.4	100.0
	<i>Total</i>	64	87.7	100.0	
<i>Missing</i>	<i>System</i>	9	12.3		
<i>Total</i>		73	100.0		

Q16. Was the Customer Service Agent pleasant, and were you treated courteously?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	66	90.4	98.5	98.5
	<i>No</i>	1	1.4	1.5	100.0
	<i>Total</i>	67	91.8	100.0	
<i>Missing</i>	<i>System</i>	6	8.2		
<i>Total</i>		73	100.0		

Q17. Did the Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) vehicle arrive on time?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	65	89.0	97.0	97.0
	<i>No</i>	2	2.7	3.0	100.0
	<i>Total</i>	67	91.8	100.0	
<i>Missing</i>	<i>System</i>	6	8.2		
<i>Total</i>		73	100.0		

Q18. Was the vehicle clean and sanitary?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	65	89.0	98.5	98.5
	<i>No</i>	1	1.4	1.5	100.0
	<i>Total</i>	66	90.4	100.0	
<i>Missing</i>	<i>System</i>	7	9.6		
<i>Total</i>		73	100.0		

Q19. Was the driver dressed professionally?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	64	87.7	100.0	100.0
<i>Missing</i>	<i>System</i>	9	12.3		
<i>Total</i>		73	100.0		



Q20. Did the Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) driver greet you by name?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	60	82.2	93.8	93.8
	<i>No</i>	4	5.5	6.3	100.0
	<i>Total</i>	64	87.7	100.0	
<i>Missing</i>	<i>System</i>	9	12.3		
<i>Total</i>		73	100.0		

Q21. If needed, did the Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) driver assist you in getting into the vehicle?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	62	84.9	96.9	96.9
	<i>No</i>	2	2.7	3.1	100.0
	<i>Total</i>	64	87.7	100.0	
<i>Missing</i>	<i>System</i>	9	12.3		
<i>Total</i>		73	100.0		

Q22. If you used a wheelchair, was it tied down and secured to the floor?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	45	61.6	91.8	91.8
	<i>No</i>	4	5.5	8.2	100.0
	<i>Total</i>	49	67.1	100.0	
<i>Missing</i>	<i>System</i>	24	32.9		
<i>Total</i>		73	100.0		

Q23. Did you reach your destination on time and safely?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	64	87.7	98.5	98.5
	<i>No</i>	1	1.4	1.5	100.0
	<i>Total</i>	65	89.0	100.0	
<i>Missing</i>	<i>System</i>	8	11.0		
<i>Total</i>		73	100.0		

Q24. Was the ride comfortable?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Yes</i>	63	86.3	98.4	98.4
	<i>No</i>	1	1.4	1.6	100.0
	<i>Total</i>	64	87.7	100.0	
<i>Missing</i>	<i>System</i>	9	12.3		
<i>Total</i>		73	100.0		



Q25. Was the vehicle air-conditioned?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	83.6	98.4	98.4
	No	1	1.4	1.6	100.0
	Total	62	84.9	100.0	
Missing	System	11	15.1		
Total		73	100.0		

Q26. What is the primary purpose for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Work	6	8.2	9.0	9.0
	Shopping	11	15.1	16.4	25.4
	Visiting friends	2	2.7	3.0	28.4
	School	1	1.4	1.5	29.9
	Healthcare	31	42.5	46.3	76.1
	Personal business	4	5.5	6.0	82.1
	Other	12	16.4	17.9	100.0
	Total	67	91.8	100.0	
Missing	System	6	8.2		
Total		73	100.0		

Q26Other. What is the primary purpose for this trip? – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		64	87.7	87.7	87.7
	ADULT DAY PROGRAM	4	5.5	5.5	93.2
	CHURCH	3	4.1	4.1	97.3
	EXERCISE	2	2.7	2.7	100.0
	Total	73	100.0	100.0	

Q27. Why did you choose to ride Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cost	8	11.0	12.3	12.3
	Proximity to my destination	7	9.6	10.8	23.1
	Lack of car	27	37.0	41.5	64.6
	Avoid traffic/parking	5	6.8	7.7	72.3
	Other	18	24.7	27.7	100.0
	Total	65	89.0	100.0	
Missing	System	8	11.0		
Total		73	100.0		



Q27Other. Why did you choose to ride Sun Van (Oro Valley Sun Shuttle Dial-A-Ride) for this trip? – Other (specify)

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>		58	79.5	79.5	79.5
	CANNOT DRIVE	7	9.6	9.6	89.0
	DISABLED	5	6.8	6.8	95.9
	LACK OF OPTIONS	2	2.7	2.7	98.6
	PORTAL TO PORTAL SERVICE	1	1.4	1.4	100.0
	<i>Total</i>	73	100.0	100.0	

Q28. During the last month, were you denied any trips you attempted to schedule on Sun Van (Oro Valley Sun Shuttle Dial-A-Ride)?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Yes	5	6.8	7.5	7.5
	No	62	84.9	92.5	100.0
	<i>Total</i>	67	91.8	100.0	
<i>Missing</i>	System	6	8.2		
<i>Total</i>		73	100.0		

Q29. When you called to make your reservation, were you able to get a ride for the day and time you wanted?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Yes	54	74.0	91.5	91.5
	No	5	6.8	8.5	100.0
	<i>Total</i>	59	80.8	100.0	
<i>Missing</i>	System	14	19.2		
<i>Total</i>		73	100.0		

Q29A. If no, when you were offered a ride at another time, did you....

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Accept the ride	2	2.7	25.0	25.0
	Don't remember	6	8.2	75.0	100.0
	<i>Total</i>	8	11.0	100.0	
<i>Missing</i>	System	65	89.0		
<i>Total</i>		73	100.0		



Q30. How would you rate the ride reservation process overall?

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Poor</i>	1	1.4	1.5	1.5
	<i>Fair</i>	5	6.8	7.5	9.0
	<i>Good</i>	15	20.5	22.4	31.3
	<i>Excellent</i>	46	63.0	68.7	100.0
	<i>Total</i>	67	91.8	100.0	
<i>Missing</i>	<i>System</i>	6	8.2		
<i>Total</i>		73	100.0		



Appendix F Cat Tran

Cat Tran riders were surveyed across nine weekdays between Wednesday, September 11 and Friday, September 27, 2013. The instrument was designed to reflect conditions and travel patterns specific to the Cat Tran service. Riders were asked to provide information regarding their trip purpose, frequency of use, opinions regarding the service's strengths and weaknesses, and personal demographic characteristics. A total of 1,232 completed surveys were collected on Cat Tran.

The survey was offered in English and Spanish. The majority of respondents (99.8 percent) chose to complete the survey in English. Only three respondents completed the survey in Spanish.

Sampling targets took into account actual daily ridership averages for each route. Route-specific targets were calculated to ensure statistical accuracy at a 95 percent confidence level and a ± 5 percent margin of error. Sampling targets were achieved for every route except Night Cat, resulting in a sample nearly 21 percent greater than our target.¹

Exhibit F.1 Sampling by Route

Route	Sample Target	Surveys Collected
Green	118	134
Purple	243	272
Teal	219	344
Orange	207	217
USA/Blue	125	146
Pink	50	66
Night Cat	57	53
Total	1,019	1,232

¹ The Night Cat route is four responses short of the sampling target. Due to the low ridership on that route, we were advised by Sun Tran/Veolia the collected sample was sufficient.



Surveys were collected throughout the day, across all day-parts. For this survey, day-parts were considered as follows:

- Morning Peak – 5:00 a.m. to 8:59 a.m.
- Midday A.M. – 9:00 a.m. to 11:59 a.m.
- Midday P.M. – 12:00 p.m. to 2:59 p.m.
- Afternoon Peak – 3:00 p.m. to 6:59 p.m.
- Evening – 7:00 p.m. to end of service

Exhibit F.2 Sampling by Day-Part

Day-Part	Surveys Collected
Morning Peak	79
Midday A.M.	679
Midday P.M.	368
Afternoon Peak	70
Evening	36
Total	1,232

Section 1: Tell us about THIS trip

Question 1: Date/Time

The majority of responses were collected on September 19 (42.0 percent) and September 25, 2013 (21.3 percent). Trip time information was used primarily to verify the number of the trip being surveyed.

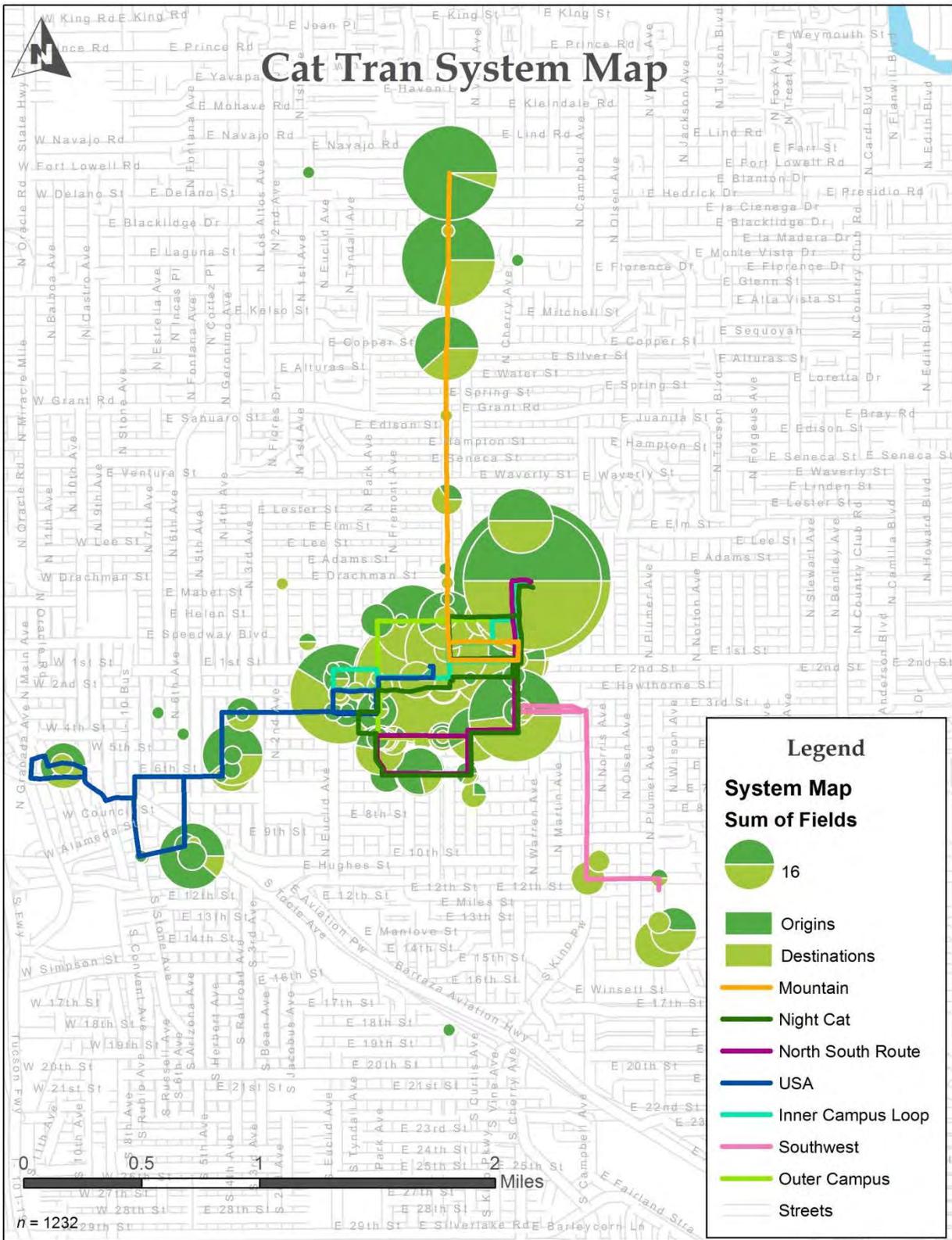
Question 2: Where did you board Cat Tran for this trip?

Question 3: Where will you get off Cat Tran for this trip?

We asked riders their boarding and alighting locations to better understand common origin-destination pairs. These locations were geocoded and plotted using ArcGIS 10.1. Exhibit F.3 illustrates the boarding and alighting patterns for the Cat Tran service as a whole. Additional maps of individual routes are provided in Appendix G.



Exhibit F.3 Cat Tran System-wide Origin-Destination Map

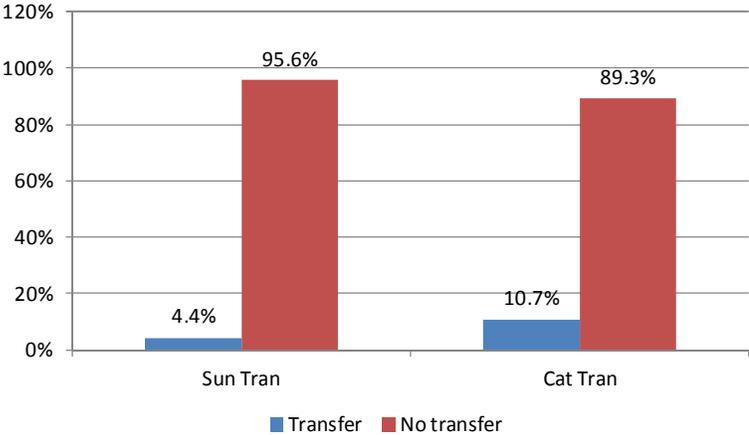


Question 4: Does this trip include a transfer to/from another Sun Tran service?

Question 5: Does this trip include a transfer to/from another Cat Tran service?

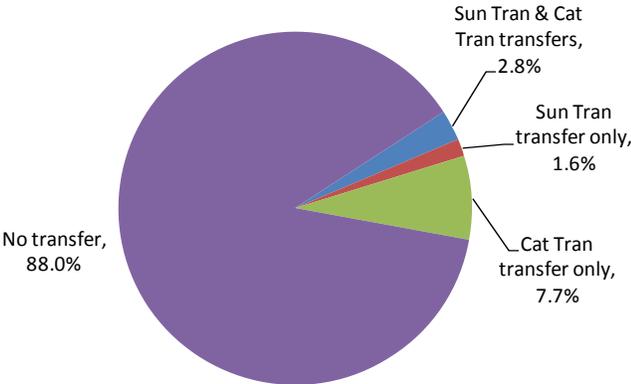
There was a very low incidence of transfers to/from Sun Tran. Very few Cat Tran riders (4.4 percent) indicated they made or would make a transfer to or from a Sun Tran line. Just over ten percent of respondents indicated their trip included a transfer to/from another Cat Tran line. These results indicate most Cat Tran riders are able to reach their destination with a single-seat trip.

Exhibit F.4 Incidence of Transfers to Sun Tran and Cat Tran



When use of Sun Tran and Cat Tran transfers was compared, we discovered that nearly three percent of respondents said their surveyed trip included transfers to/from both Sun Tran and Cat Tran. This would infer that these riders require at least a three-seat trip (either two Sun Tran buses plus a Cat Tran bus or two Cat Tran buses plus a Sun Tran bus) in order to complete the surveyed trip.

Exhibit F.5 Combined Use of Transfers



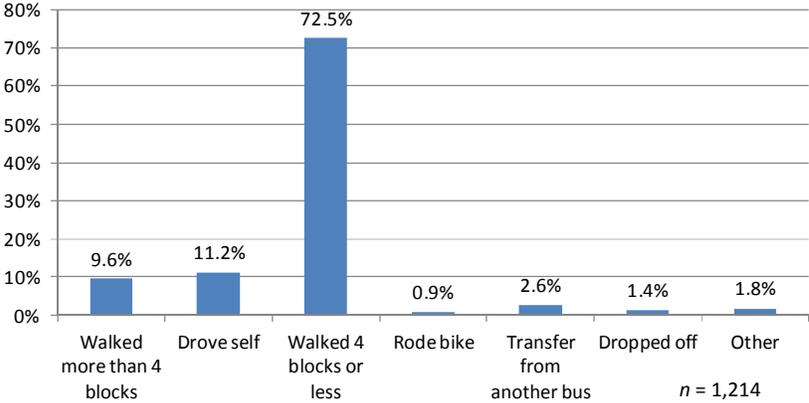
F-4



Question 6: How did you get to the bus stop for this trip?

More than 82 percent of respondents reach the bus stop on foot, with 72.5 percent walking four blocks or less. Fewer than three percent transferred from another bus, which is consistent with the low rate of transfers cited in Questions 4 and 5. Eleven percent accessed the bus stop by driving, though only 1.4 percent were dropped off by someone else. Fewer than one percent traveled by bicycle. (Note: Respondents were not given the opportunity to specify regarding “other” responses in this question.)

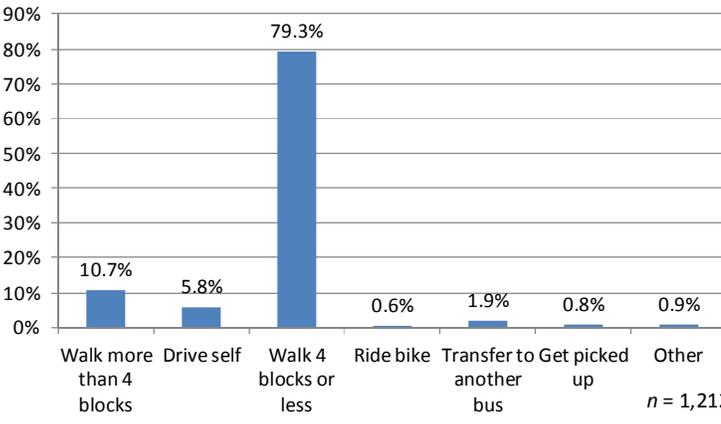
Exhibit F.6 Bus Stop Access



Question 7: How will you travel to your destination once you get off this bus?

Ninety percent of respondents indicated they would walk to their final destination from the bus stop at which they alighted, with nearly 80 percent indicating they would walk four blocks or less. Less than two percent said they would be transferring to another bus in order to reach their final destination. Nearly six percent said they would drive themselves, while less than one percent would be picked up. (Note: Respondents were not given the opportunity to specify regarding “other” responses in this question.)

Exhibit F.7 Destination Access

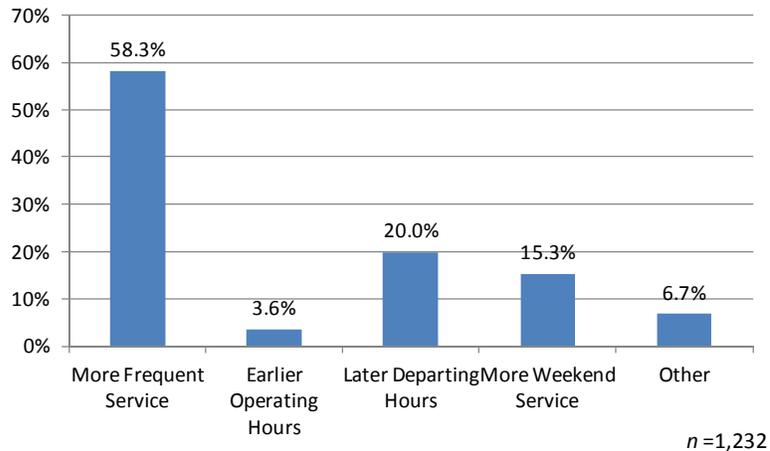


Section 2: Tell us about our service

Question 8: Select the service enhancement that is of most importance to you. (Select one only)

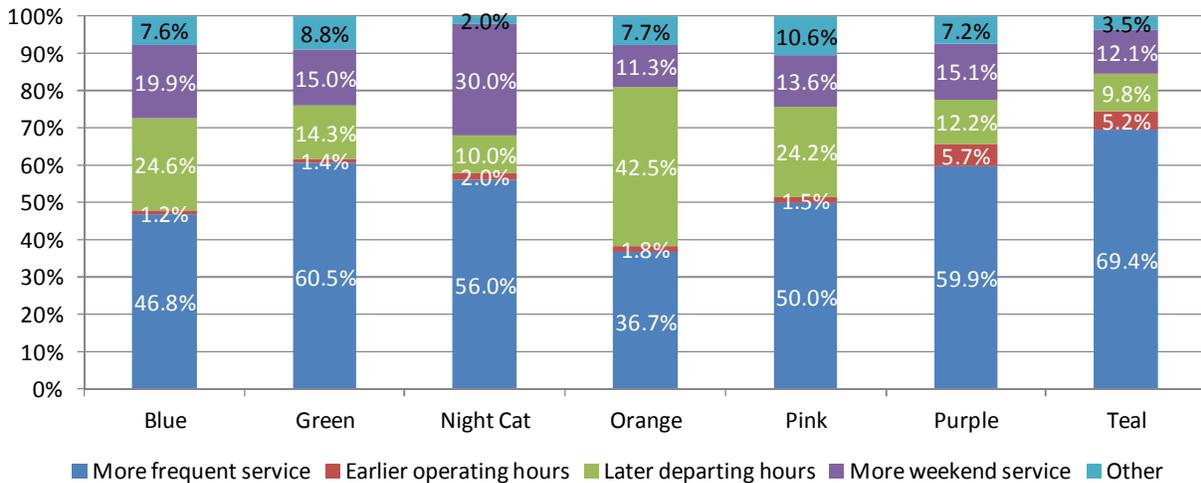
More than 56 percent of respondents cited a desire for more frequent service, even though Cat Tran offers 20-30 minute frequencies throughout the day. Nearly 20 percent indicated wanting later departing hours, despite the Night Cat route that operates until 12:30 a.m. Nearly 15 percent said they wanted weekend service, which is currently not offered.

Exhibit F.8 Desired Service Enhancement



“More frequent service” was the most requested service enhancement on every route except for the Orange Route, on which customers preferred “later departing hours.” There was little demand for “earlier operating hours.” There was some demand for “more weekend service,” particularly on the Night Cat route, where 30 percent of riders requested that service enhancement.

Exhibit F.9 Desired Service Enhancements versus Route

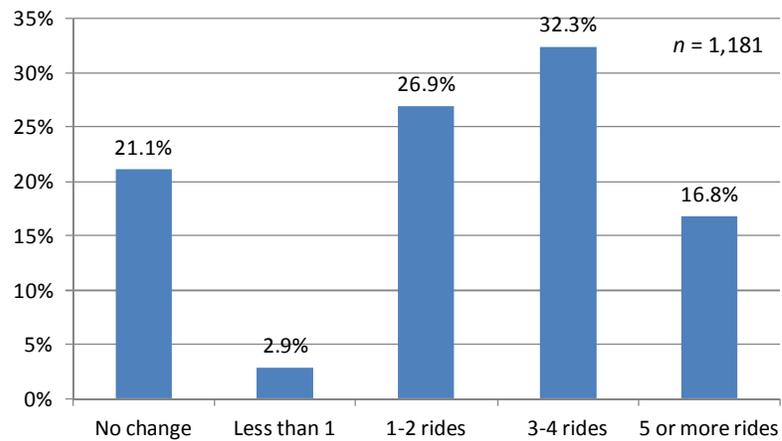


F-6

Question 9: How many additional rides would you make each week if the service enhancement you selected in Question 8 was made?

Nearly one-third of respondents indicated making 3-4 additional rides per week if the desired service enhancement were implemented, with more than a quarter citing 1-2 additional riders per week. Just over 16 percent would add five or more riders per week. More than 20 percent, however, said their usage would not change.

Exhibit F.10 Additional Rides if Desired Service Enhancement Implemented



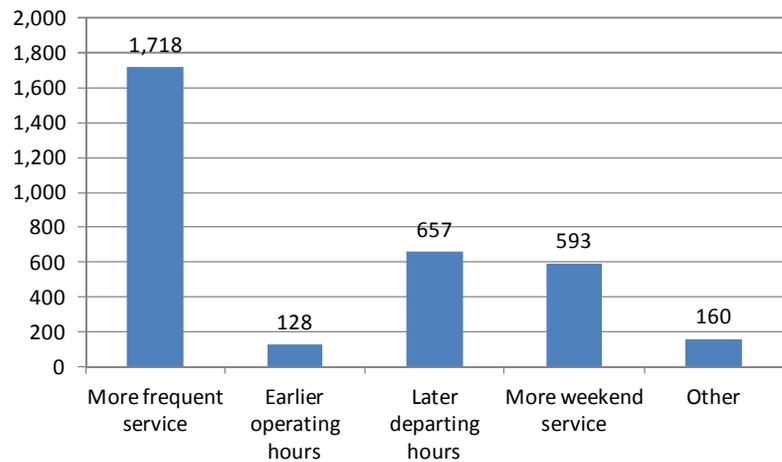
By assigning a value to each of the response categories in Question 9, we can estimate how many additional trips would be made each week if each of the service enhancements were introduced. Exhibit F.11 presents the values used to represent each category, while Exhibit F.12 quantifies the anticipated impact of each service enhancement in terms of additional rides per week.

Exhibit F.11 Values for Calculating Additional Rides

Category	Numerical Value
No change	0
Less than 1	0.75
1-2 rides	1.5
3-4 rides	3.5
5 or more rides	5



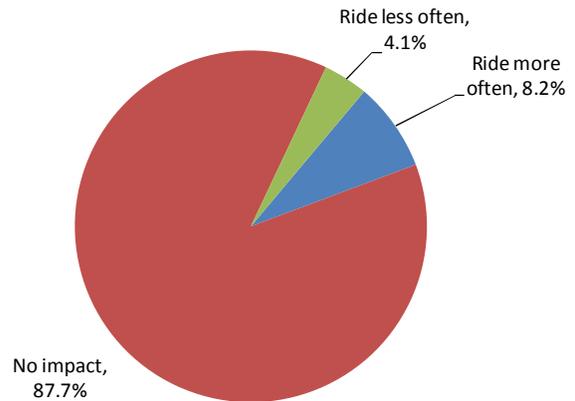
Exhibit F.12 Estimated Additional Rides Per Week by Service Enhancement



Question 10: What impact, if any, did the recent introduction of the SunGo smartcard have on your use of public transportation?

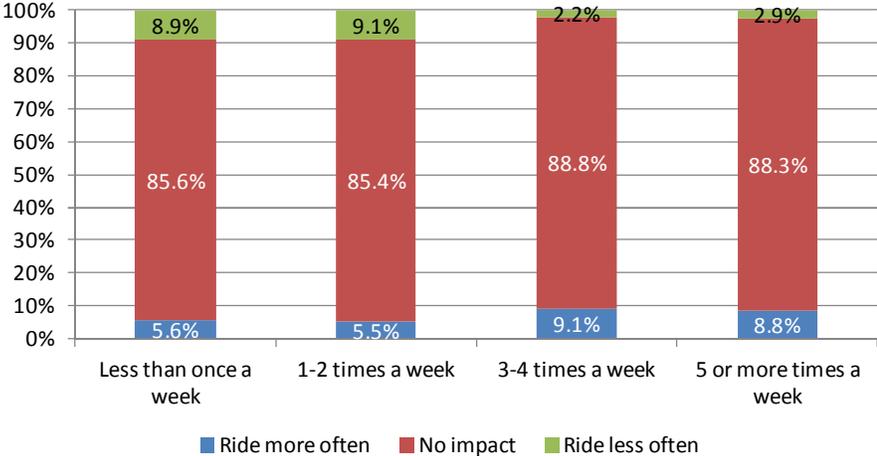
The majority of respondents (82.3 percent) indicated that introduction of the SunGo card did not affect how often then use public transit. Fewer than eight percent said they ride more often, and fewer than four percent said they ride less often.

Exhibit F.13 Impact of SunGo Smartcard on Transit Use



As Exhibit F.14 illustrates, those who ride Cat Tran frequently were more likely to say the SunGo smartcard has resulted in them riding more often. Those who said they would ride less often are more likely to be less frequent riders. While the level of ridership stated may be influenced by the SunGo card, it is a logical inference that those who ride more frequently would see a greater benefit from the smartcard, either due to monetary savings or convenience.

Exhibit F.14 Impact of SunGo Smartcard on Transit Use versus Usage

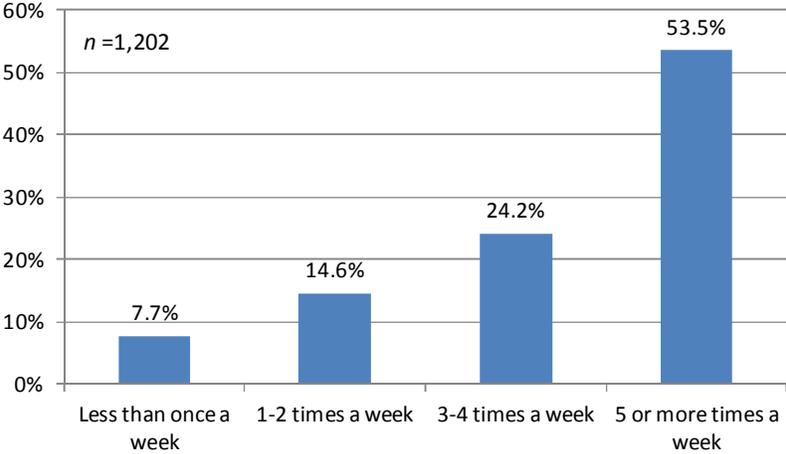


Section 3: Tell us about you

Question 11: How often do you ride Cat Tran?

A majority of respondents (52.2 percent) ride Cat Tran five or more times a week, which is consistent with the typical schedules of full-time students, faculty, and staff. Another 23.6 percent use the service 3-4 times per week, and just over 14 percent ride 1-2 times per week, both of which are consistent with full-time students who do not have a class every day and part-time students. A relatively low percentage (less than eight percent) ride infrequently (less than once per week). These riders may use Cat Tran as a back-up mode of transportation if their typical mode is unavailable, or may live on campus and prefer to walk or bike most of the time.

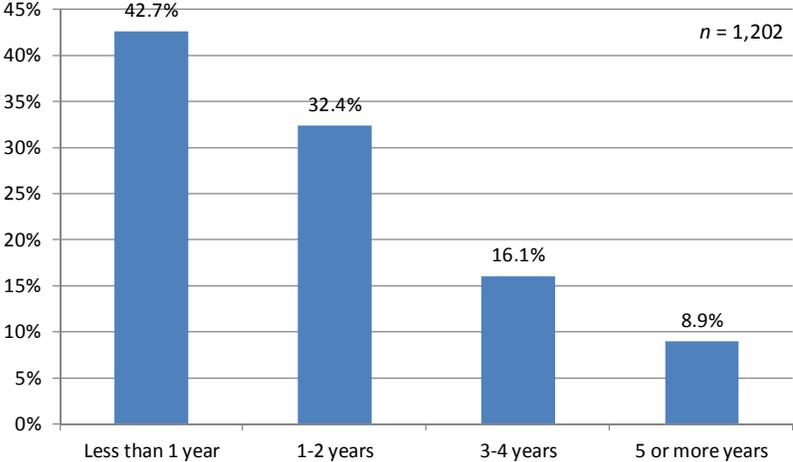
Exhibit F.15 Frequency of Usage



Question 12: How long have you been a Cat Tran rider?

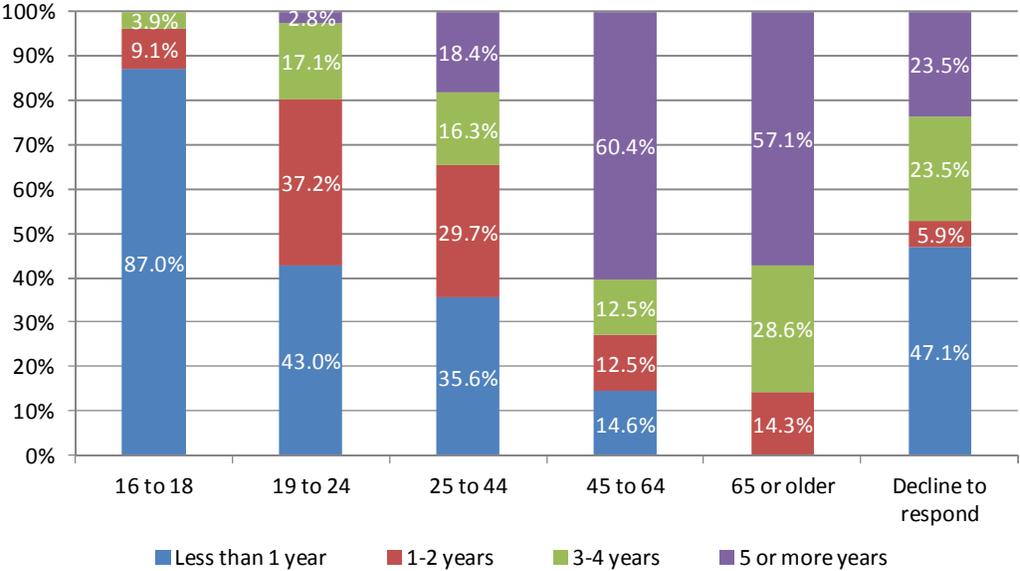
Not surprisingly, the majority of Cat Tran riders (75.1 percent) have used the service for two years or less. This is consistent with the fact that Cat Tran operates in a college environment where student tenure on campus is generally four years or less. Those citing use of Cat Tran for five or more years are likely to be older students or faculty/staff members.

Exhibit F.16 Length of Patronage



As Exhibit F.17 illustrates, older riders (age 45 or older) are most likely to be those who have ridden Cat Tran for five years or more. Not surprisingly, the youngest riders are most likely to have ridden less than one year, while the percentage of those who have ridden for one to two years increases as riders age. This is very consistent with the age ranges of university students.

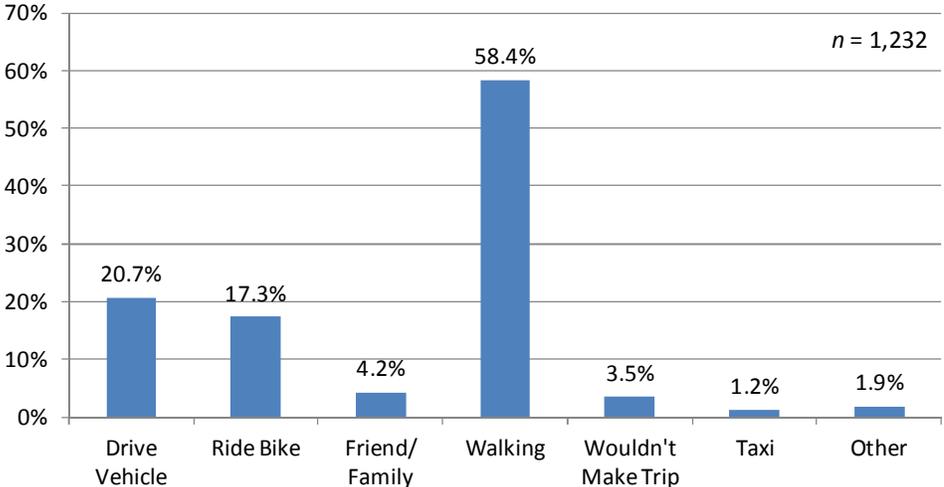
Exhibit F.17 Length of Patronage versus Age



Question 13: How would you have made this trip if Cat Tran was not available?

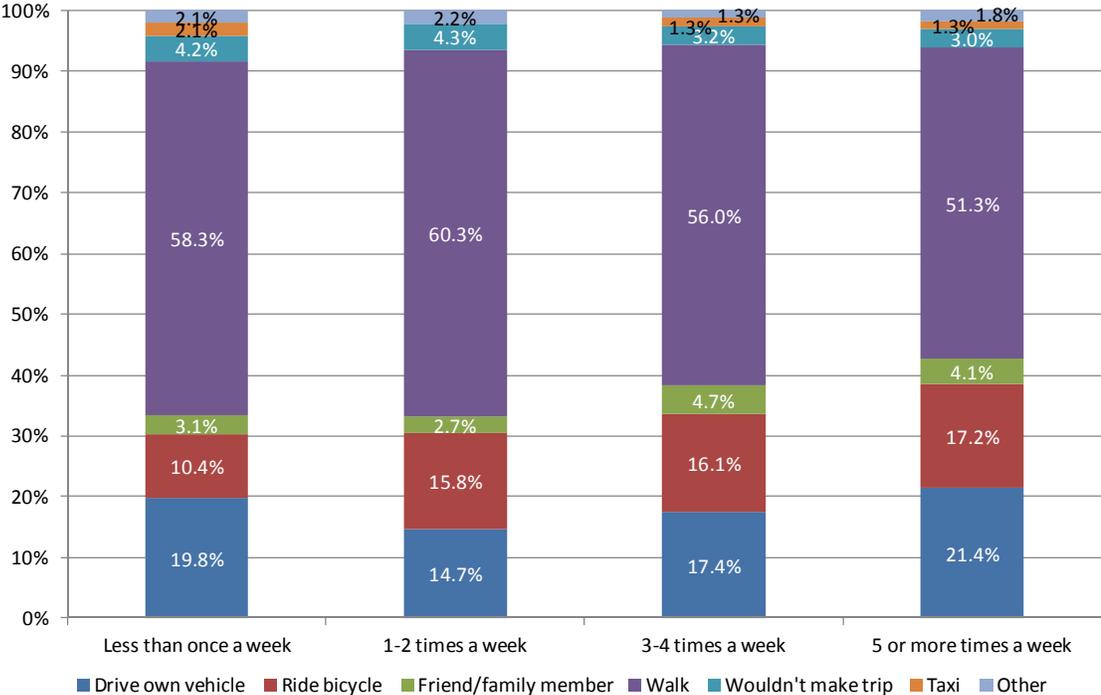
More than 54 percent of respondents said they would walk if Cat Tran was not available, which is consistent with the nature of a college campus. Another nearly 20 percent said they would drive their own vehicle, which indicates there is a fairly sizable percentage that chooses Cat Tran over driving, possible to avoid parking on campus. The 16 percent of respondents who cited use of a bicycle reinforces the premise in Question 11 that infrequent riders may typically use another form of transportation such as a bicycle. Not making the trip is not an option for most respondents; only three percent cited no alternative to Cat Tran.

Exhibit F.18 Alternatives to Cat Tran



Those who ride five times or more a week are the most likely to drive their own vehicle or ride a bicycle if Cat Tran were not available. They are also the least likely to walk (though this option was still selected by more than half of frequent riders) or not make the trip. Nearly 20 percent of those who ride Cat Tran less than once a week said they would drive their own vehicle, though more than four percent said they would not make the trip. Those riding one to two times per week were the most likely to walk; more than 60 percent said they would choose this mode.

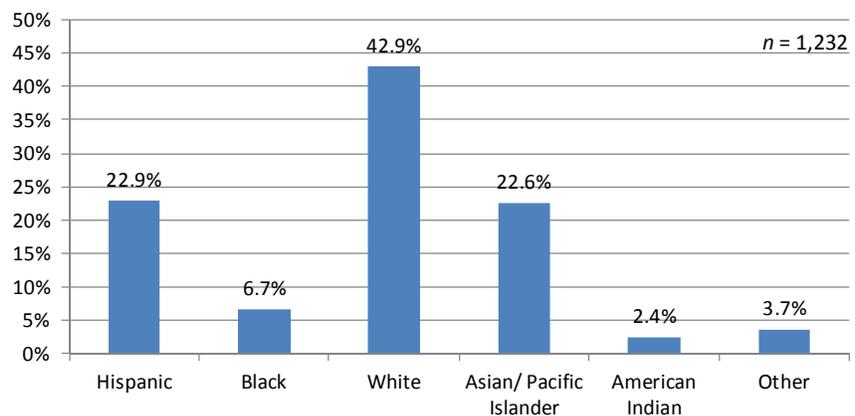
Exhibit F.19 Alternatives to Cat Tran versus Frequency of Usage



Question 14: Are you... [Respondents were asked to describe their ethnicity]

Forty percent of respondents identified themselves as White, followed by Hispanic/Latino (21.3 percent) and Asian/Pacific Islander (21 percent). This is not consistent with Census 2010 data, wherein 41.6 of Tucson residents identified themselves as Hispanic or Latino and only 2.9 percent identified themselves as Asian or Pacific Islander. It is more consistent with the demographics for the University of Arizona, where 60.5 percent of faculty, staff, and students are identified as White and 19.3 percent as Hispanic or Latino.² Persons identifying themselves as Asian or Pacific Islander are significantly over-represented in this sample, as they make up just over seven percent of the University population. However, another nearly seven percent of University of Arizona students and employees were identified as two or more races, unknown/other ethnicity, or nonresident alien. This adds an additional margin of error to the diversity statistics, as it is not known how any of those individuals would respond to the options presented on the Cat Tran survey. *(Note: Given respondents were allowed to select more than one answer, as many individuals identify with more than one race/ethnicity, the proportions of respondents indicating each race/ethnicity add up to more than 100 percent.)*

Exhibit F.20 Rider Ethnicity



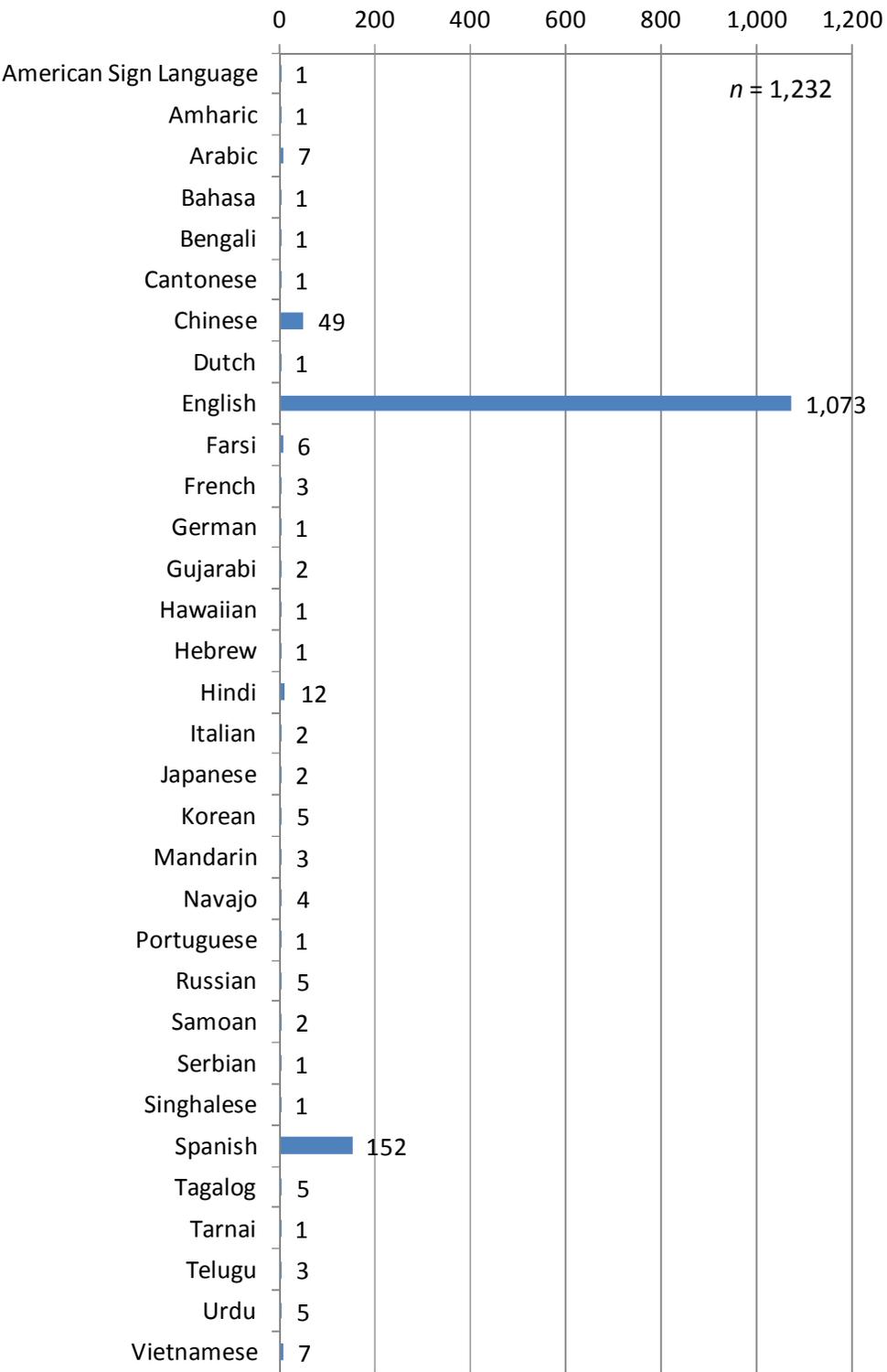
Question 15: Please indicate which languages are spoken in your home.

More than 87 percent of respondents reported speaking English at home, while an additional 11 percent cited speaking Spanish. Nearly 11 percent also cited speaking another language. Other languages cited are presented in Exhibit F.21. *(Note: Given respondents were allowed to select more than one answer, as more than one language is spoken in some households, the proportions of respondents speaking each language add up to more than 100 percent.)*

² University of Arizona Diversity Statistics and Reports (2012-2013), <http://www.arizona.edu/diversity/statistics-reports>, accessed November 4, 2013.



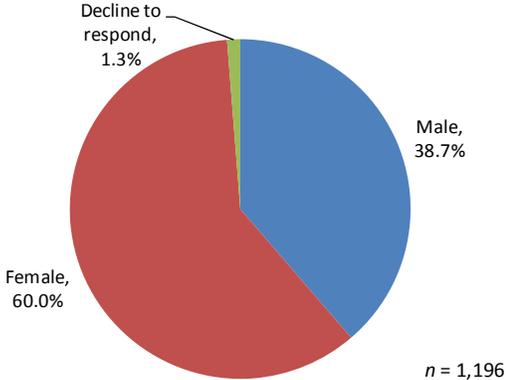
Exhibit F.21 Language Spoken at Home



Question 16: What is your gender?

Sixty percent of respondents identified as female, while 38.7 percent identified as male. Slightly more than one percent of respondents declined to indicate their gender. While University of Arizona demographics show a slight majority of women (52 percent), it is not as significant as in our sample. Therefore, female riders may be somewhat oversampled.

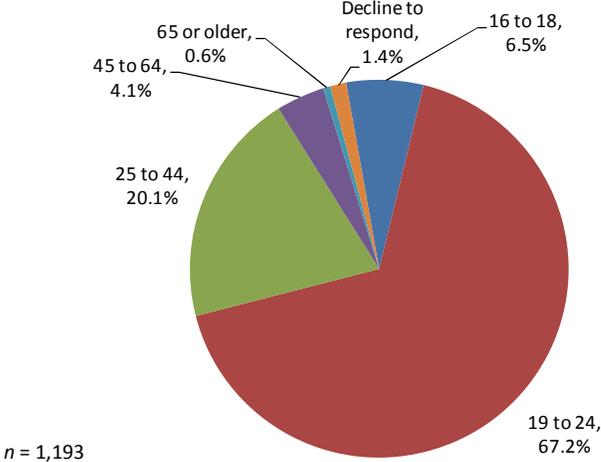
Exhibit F.22 Gender



Question 17: What is your age?

More than two-thirds of respondents reported being 19 to 24 years old, which is consistent with Cat Tran’s primary service area. Nearly 25 percent said they were 25 or older; this likely represents faculty/staff riders as well as older students.

Exhibit F.23 Age



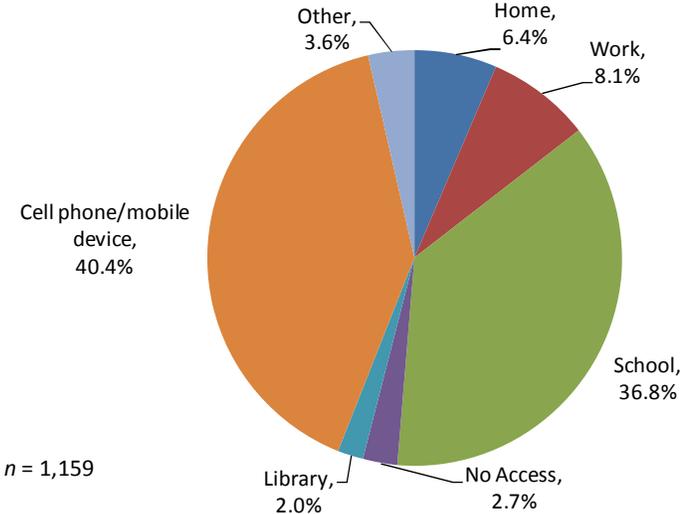
F-17



Question 18: What is your most common source of information about Cat Tran services?

Most respondents get Cat Tran service information either from their cell phone/mobile device or from the school. However, for the most part these responses do not distinguish between information sources, only where they are accessed. A number of those selecting “other” indicated use of the Internet or printed schedules, which did not necessarily fit into one of the categories provided as response options in Question 18. Relatively few respondents (2.5 percent) said they had no access to service information.

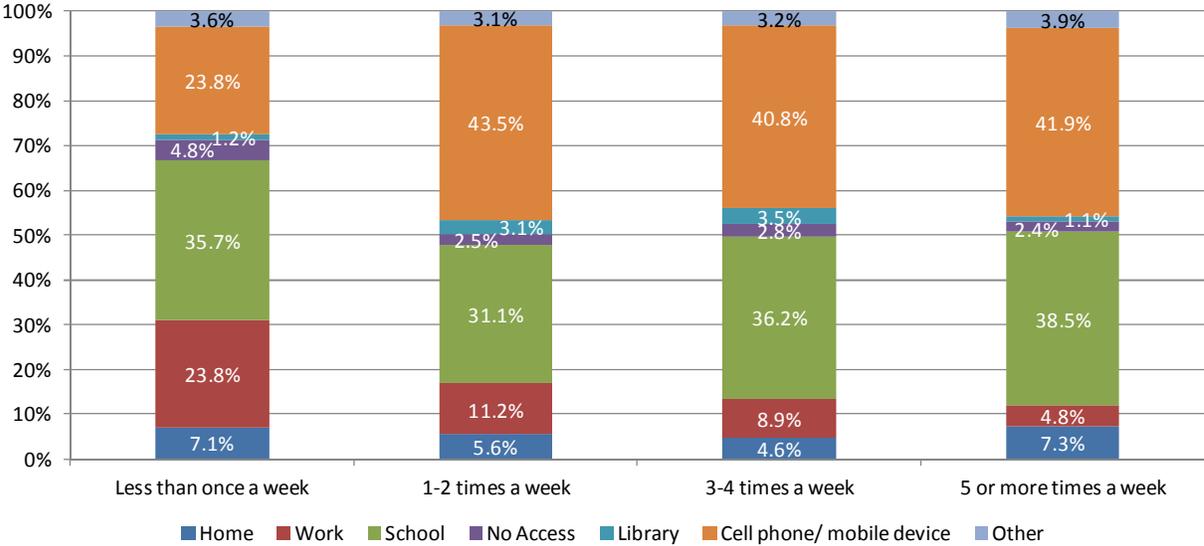
Exhibit F.24 Typical Information Source



Infrequent riders (less than once a week) are least likely to use a cell phone or mobile device to get service information. Instead, they are far more likely to get the information at work, which suggests that many of the riders in this category are University employees rather than students. Frequent riders (those who ride five or more times per week) are most likely to get information at school, though this is a well-represented source across all categories. Infrequent riders are also the most likely to say they have no access to service information.

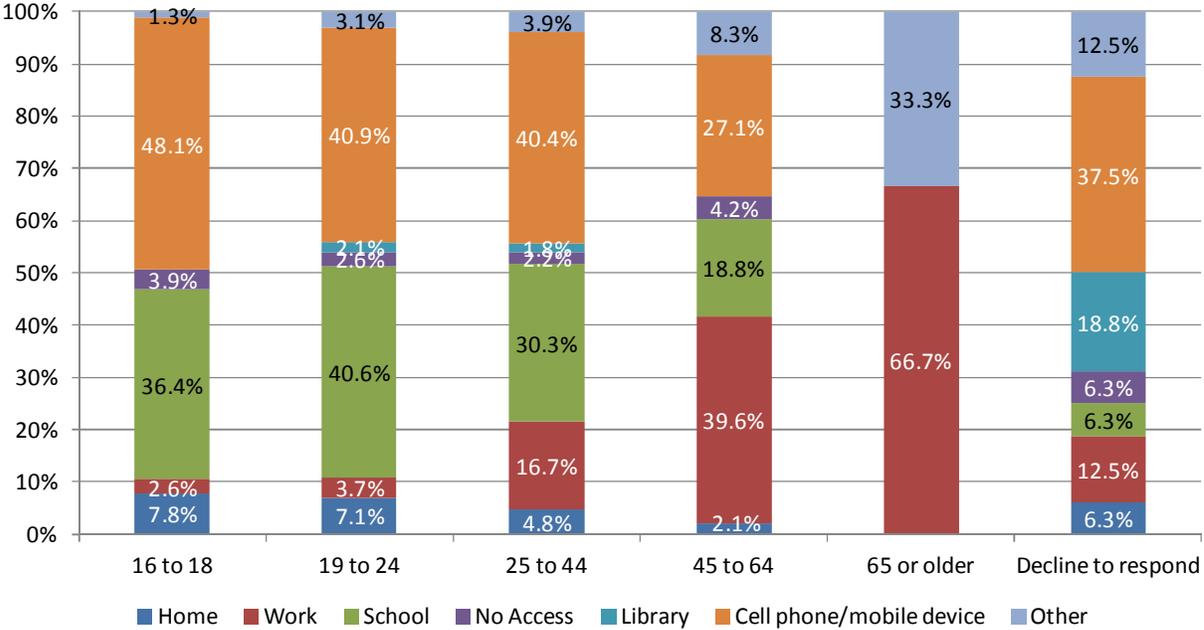


Exhibit F.25 Frequency of Usage versus Typical Information Source



As suggested in Exhibit F.26, older riders are most likely to cite a lack of access to service information. Use of cell phones or mobile devices to access service information drops as age increases, suggesting there is an opportunity to educate older Cat Tran riders about mobile and electronic information resources.

Exhibit F.26 Age versus Typical Information Source



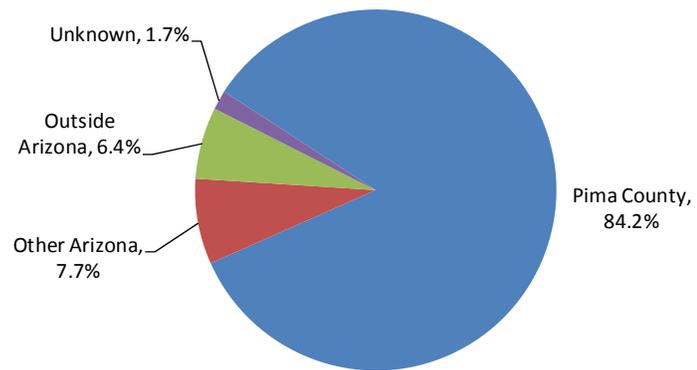
F-19



Question 19: What is your home ZIP code?

The majority of ZIP codes listed were from Pima County, with another nearly eight percent from other locations in Arizona. The reason for the relatively high number of out-of-state and out-of-area ZIP codes is likely because college students may consider their home ZIP code to be their parents’ home rather than where they are currently living. Future surveys of college students should specify a local residential ZIP code rather than the more ambiguous “home” ZIP code.³

Exhibit F.27 Home ZIP Code



Not surprisingly, of the local ZIP codes cited, 85719 (which includes the University of Arizona) was cited the most frequently. The most frequently cited Tucson-area ZIP codes include:

- 85719 – 37.3 percent (Tucson west of downtown, including U of A)
- 85705 – 7.8 percent (Tucson, Flowing Wells)
- 85745 – 4.7 percent (Tucson, Pima County west of I-10)
- 85716 – 4.5 percent (Tucson, Catalina Foothills)
- 85701 – 3.7 percent (Tucson southwest of U of A)
- 85711 – 2.5 percent (Tucson east of downtown)
- 85718 – 2.4 percent (Catalina Foothills)
- 85750 – 2.3 percent (Catalina Foothills)

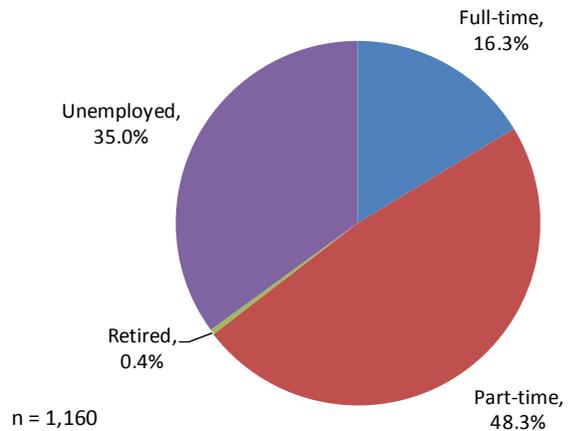
³ Note: “Unknown” refers to ZIP codes that could not be identified.



Question 20: Are you employed?

More than 83 percent of riders cited being unemployed or employed part-time, which is consistent with the findings from Question 21, which indicates more than 86 percent of riders are full-time students.

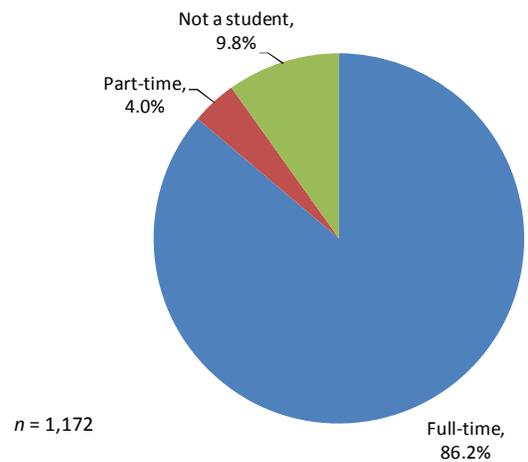
Exhibit F.28 Employment Status



Question 21: Are you a student?

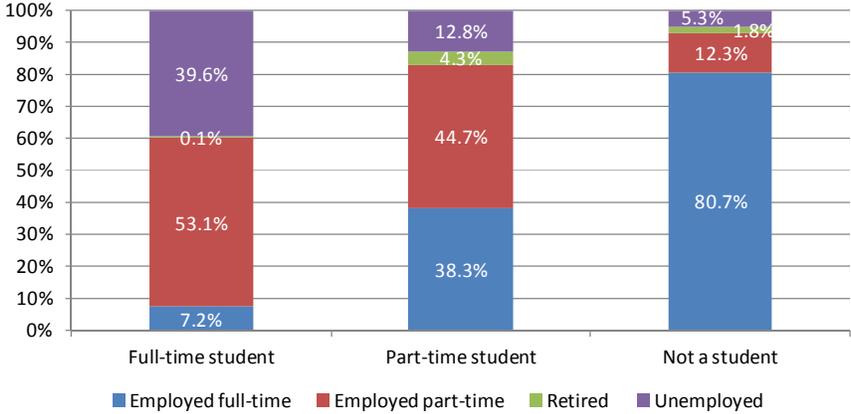
More than 90 percent of respondents cited being part-time or full-time students. Those indicating they are not students are presumed to be faculty or staff.

Exhibit F.29 Student Status



Among full-time students, only 7.2 percent said they were employed full-time. In contrast, more than 80 percent of those who are not students are employed full-time, presumably at the university.

Exhibit F.30 Student Status versus Employment Status



Simple Frequencies

Note: Percentages are rounded, which may result in some inconsistencies in the percentage totals.

Q4. Does this trip include a transfer to/from another Sun Tran service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	4.3	4.4	4.4
	No	1,150	93.3	95.6	100.0
	Total	1,203	97.6	100.0	
Missing	System	29	2.4		
Total		1,232	100.0		

Q5. Does this trip include a transfer to/from another Cat Tran service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	129	10.5	10.7	10.7
	No	1,075	87.3	89.3	100.0
	Total	1,204	97.7	100.0	
Missing	System	28	2.3		
Total		1,232	100.0		

Q6. How did you get to the bus stop for this trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walked more than 4 blocks	116	9.4	9.6	9.6
	Drove self	136	11.0	11.2	20.8
	Walked 4 blocks or less	880	71.4	72.5	93.2
	Rode bike	11	0.9	0.9	94.2
	Transfer from another bus	32	2.6	2.6	96.8
	Dropped off	17	1.4	1.4	98.2
	Other	22	1.8	1.8	100.0
	Total	1,214	98.5	100.0	
Missing	System	18	1.5		
Total		1,232	100.0		



Q7. How will you travel to your destination once you get off this bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk more than 4 blocks	130	10.6	10.7	10.7
	Drive self	70	5.7	5.8	16.5
	Walk 4 blocks or less	961	78.0	79.3	95.8
	Ride bike	7	0.6	0.6	96.4
	Transfer to another bus	23	1.9	1.9	98.3
	Get picked up	10	0.8	0.8	99.1
	Other	11	0.9	0.9	100.0
	Total	1,212	98.4	100.0	
Missing	System	20	1.6		
Total		1,232	100.0		

Q8. Select the service enhancement that is of most importance to you. (Select one only)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More frequent service	718	58.3	100.0	100.0
	Missing	System	514	41.7	
	Total	1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Earlier operating hours	44	3.6	100.0	100.0
	Missing	System	1,188	96.4	
	Total	1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Later departing hours	246	20.0	100.0	100.0
	Missing	System	986	80.0	
	Total	1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More weekend service	189	15.3	100.0	100.0
	Missing	System	1,043	84.7	
	Total	1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	83	6.7	100.0	100.0
	Missing	System	1,149	93.3	
	Total	1,232	100.0		



Q8 Other. Select the service enhancement that is of most importance to you. (Select one only) – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,175	95.4	95.4	95.4
ADD MORE BUSES	2	0.2	0.2	95.5
BE ACCURATE ON TIMES	10	0.8	0.8	96.3
CLEAR INFORMATION ON ROUTES	2	0.2	0.2	96.5
DIFFERENT DESTINATIONS	25	2.0	2.0	98.5
LOWER FARES	4	0.3	0.3	98.9
SATISFIED AS IS	13	1.1	1.1	99.9
SUMMER SERVICES	1	0.1	0.1	100.0
Total	1,232	100.0	100.0	

Q9. How many additional rides would you make each week if the service enhancement you selected in Question 8 was made?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	249	20.2	21.1	21.1
No change	34	2.8	2.9	24.0
Less than 1	318	25.8	26.9	50.9
1-2 rides	382	31.0	32.3	83.2
3-4 rides	198	16.1	16.8	100.0
5 or more rides	1,181	95.9	100.0	
Total	51	4.1		
Missing	1,232	100.0		
System				
Total				

Q10. What impact, if any, did the recent introduction of the SunGo smartcard have on your use of public transportation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	95	7.7	8.2	8.2
Ride more often	1,014	82.3	87.7	95.9
No impact	47	3.8	4.1	100.0
Ride less often	1,156	93.8	100.0	
Total	76	6.2		
Missing	1,232	100.0		
System				
Total				



Q11. How often do you ride Cat Tran?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a week	93	7.5	7.7	7.7
	1-2 times a week	175	14.2	14.6	22.3
	3-4 times a week	291	23.6	24.2	46.5
	5 or more times a week	643	52.2	53.5	100.0
	Total	1,202	97.6	100.0	
Missing	System	30	2.4		
Total		1,232	100.0		

Q12. How long have you been a Cat Tran rider?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	513	41.6	42.7	42.7
	1-2 years	389	31.6	32.4	75.0
	3-4 years	193	15.7	16.1	91.1
	5 or more years	107	8.7	8.9	100.0
	Total	1,202	97.6	100.0	
Missing	System	30	2.4		
Total		1,232	100.0		

Q13. How would you have made this trip if Cat Tran was not available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Drive own vehicle	255	20.7	100.0	100.0
Missing	System	977	79.3		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride bicycle	213	17.3	100.0	100.0
Missing	System	1,019	82.7		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friend/family member	52	4.2	100.0	100.0
Missing	System	1,180	95.8		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Walk	720	58.4	100.0	100.0
Missing	System	512	41.6		
Total		1,232	100.0		



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wouldn't make trip	43	3.5	100.0	100.0
Missing	System	1,189	96.5		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taxi	15	1.2	100.0	100.0
Missing	System	1,217	98.8		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	23	1.9	100.0	100.0
Missing	System	1,209	98.1		
Total		1,232	100.0		

Q14. Are you... [Respondents were asked to describe their race]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	282	22.9	100.0	100.0
Missing	System	950	77.1		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black	82	6.7	100.0	100.0
Missing	System	1,150	93.3		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	529	42.9	100.0	100.0
Missing	System	703	57.1		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian/Pacific Islander	278	22.6	100.0	100.0
Missing	System	954	77.4		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American Indian	30	2.4	100.0	100.0
Missing	System	1,202	97.6		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	45	3.7	100.0	100.0
Missing	System	1,187	96.3		
Total		1,232	100.0		



Q15. Please indicate which languages are spoken in your home.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	1,073	87.1	100.0	100.0
Missing	System	159	12.9		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spanish	152	12.3	100.0	100.0
Missing	System	1,080	87.7		
Total		1,232	100.0		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	149	12.1	100.0	100.0
Missing	System	1,083	87.9		
Total		1,232	100.0		

Q15Other. Please indicate which languages are spoken in your home. – Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1,097	89.0	89.0	89.0
	AMERICAN SIGN LANGUAGE	1	0.1	0.1	89.1
	AMHARIC	1	0.1	0.1	89.2
	ARABIC	7	0.6	0.6	89.8
	BAHASA	1	0.1	0.1	89.9
	BENGAL	1	0.1	0.1	89.9
	CANTONESE	1	0.1	0.1	90.0
	CHINESE	49	4.0	4.0	94.0
	DUTCH	1	0.1	0.1	94.1
	FARSI	4	0.3	0.3	94.4
	FRENCH	3	0.2	0.2	94.6
	GERMAN	1	0.1	0.1	94.7
	GUJARABI	2	0.2	0.2	94.9
	HAWAIIAN	1	0.1	0.1	95.0
	HEBREW	1	0.1	0.1	95.0
	HINDI	12	1.0	1.0	96.0
	ITALIAN	2	0.2	0.2	96.2
	JAPANESE	2	0.2	0.2	96.3
	KOREAN	5	0.4	0.4	96.8
	MANDARIN	3	0.2	0.2	97.0
	NAVAJO	4	0.3	0.3	97.3
	PERSIAN	2	0.2	0.2	97.5
	PORTUGUESE	1	0.1	0.1	97.6
	RUSSIAN	5	0.4	0.4	98.0
	SAMOAN	2	0.2	0.2	98.1
	SERBIAN	1	0.1	0.1	98.2



	Frequency	Percent	Valid Percent	Cumulative Percent
SINGHALESE	1	0.1	0.1	98.3
TAGALOG	5	0.4	0.4	98.7
TARNAI	1	0.1	0.1	98.8
TELUGU	3	0.2	0.2	99.0
URDU	5	0.4	0.4	99.4
VIETNAMESE	7	0.6	0.6	100.0
Total	1,232	100.0	100.0	

Q16. What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	463	37.6	38.7	38.7
Female	718	58.3	60.0	98.7
Decline to respond	15	1.2	1.3	100.0
Total	1,196	97.1	100.0	
Missing System	36	2.9		
Total	1,232	100.0		

Q17. What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16 to 18	78	6.3	6.5	6.5
19 to 24	802	65.1	67.2	73.8
25 to 44	240	19.5	20.1	93.9
45 to 64	49	4.0	4.1	98.0
65 or older	7	0.6	0.6	98.6
Decline to respond	17	1.4	1.4	100.0
Total	1,193	96.8	100.0	
Missing System	39	3.2		
Total	1,232	100.0		

Q18. What is your most common source of information about Cat Tran services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Home	74	6.0	6.4	6.4
Work	94	7.6	8.1	14.5
School	427	34.7	36.8	51.3
No access	31	2.5	2.7	54.0
Library	23	1.9	2.0	56.0
Cell phone/mobile device	468	38.0	40.4	96.4
Other	42	3.4	3.6	100.0
Total	1,159	94.1	100.0	
Missing System	73	5.9		
Total	1,232	100.0		



Q18Other. What is your most common source of information about Cat Tran services? – Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,181	95.9	95.9	95.9
CAT TRAN MEMO BOARD	1	0.1	0.1	95.9
DRIVERS	2	0.2	0.2	96.1
INTERNET	35	2.8	2.8	98.9
MAP	2	0.2	0.2	99.1
SCHEDULES	9	0.7	0.7	99.8
SUN TRAN	1	0.1	0.1	99.9
WORD OF MOUTH	1	0.1	0.1	100.0
Total	1,232	100.0	100.0	

Q19. What is your home ZIP code?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 11793	1	0.1	0.1	0.1
13815	1	0.1	0.1	0.2
18020	1	0.1	0.1	0.3
18966	1	0.1	0.1	0.4
20176	1	0.1	0.1	0.5
22932	1	0.1	0.1	0.5
32312	1	0.1	0.1	0.6
33326	1	0.1	0.1	0.7
38305	1	0.1	0.1	0.8
42503	1	0.1	0.1	0.9
48302	1	0.1	0.1	1.0
53078	1	0.1	0.1	1.1
55447	1	0.1	0.1	1.2
55716	2	0.2	0.2	1.4
60081	1	0.1	0.1	1.5
61401	1	0.1	0.1	1.6
75023	1	0.1	0.1	1.6
77210	1	0.1	0.1	1.7
78613	1	0.1	0.1	1.8
80550	1	0.1	0.1	1.9
81748	1	0.1	0.1	2.0
82116	1	0.1	0.1	2.1
84705	2	0.2	0.2	2.3
85002	1	0.1	0.1	2.4
85015	1	0.1	0.1	2.5
85018	1	0.1	0.1	2.6
85021	1	0.1	0.1	2.7
85023	3	0.2	0.3	2.9
85044	2	0.2	0.2	3.1



2013 Onboard Transit Survey

City of Tucson

Final Report

	Frequency	Percent	Valid Percent	Cumulative Percent
85045	1	0.1	0.1	3.2
85050	1	0.1	0.1	3.3
85051	1	0.1	0.1	3.4
85117	1	0.1	0.1	3.5
85123	2	0.2	0.2	3.7
85128	1	0.1	0.1	3.8
85137	2	0.2	0.2	3.9
85138	2	0.2	0.2	4.1
85143	1	0.1	0.1	4.2
85145	2	0.2	0.2	4.4
85201	1	0.1	0.1	4.5
85202	1	0.1	0.1	4.6
85207	2	0.2	0.2	4.8
85225	1	0.1	0.1	4.9
85226	3	0.2	0.3	5.1
85234	1	0.1	0.1	5.2
85249	4	0.3	0.4	5.6
85253	3	0.2	0.3	5.9
85254	4	0.3	0.4	6.2
85255	1	0.1	0.1	6.3
85271	1	0.1	0.1	6.4
85284	1	0.1	0.1	6.5
85298	1	0.1	0.1	6.6
85301	1	0.1	0.1	6.7
85302	2	0.2	0.2	6.9
85305	1	0.1	0.1	7.0
85308	3	0.2	0.3	7.2
85319	1	0.1	0.1	7.3
85326	3	0.2	0.3	7.6
85345	3	0.2	0.3	7.9
85365	1	0.1	0.1	8.0
85373	1	0.1	0.1	8.1
85380	1	0.1	0.1	8.2
85381	1	0.1	0.1	8.2
85383	2	0.2	0.2	8.4
85388	2	0.2	0.2	8.6
85395	2	0.2	0.2	8.8
85406	1	0.1	0.1	8.9
85419	1	0.1	0.1	9.0
85520	1	0.1	0.1	9.1
85541	1	0.1	0.1	9.2
85607	1	0.1	0.1	9.2
85614	4	0.3	0.4	9.6
85617	1	0.1	0.1	9.7
85621	1	0.1	0.1	9.8
85628	1	0.1	0.1	9.9



2013 Onboard Transit Survey

City of Tucson

Final Report

	Frequency	Percent	Valid Percent	Cumulative Percent
85629	4	0.3	0.4	10.3
85635	1	0.1	0.1	10.3
85641	5	0.4	0.5	10.8
85648	3	0.2	0.3	11.1
85653	3	0.2	0.3	11.4
85658	1	0.1	0.1	11.4
85701	40	3.2	3.7	15.1
85702	1	0.1	0.1	15.2
85704	18	1.5	1.6	16.8
85705	85	6.9	7.8	24.6
85706	8	0.6	0.7	25.4
85707	1	0.1	0.1	25.5
85708	2	0.2	0.2	25.6
85709	1	0.1	0.1	25.7
85710	20	1.6	1.8	27.6
85711	27	2.2	2.5	30.0
85712	20	1.6	1.8	31.9
85713	19	1.5	1.7	33.6
85714	8	0.6	0.7	34.3
85715	5	0.4	0.5	34.8
85716	49	4.0	4.5	39.3
85718	26	2.1	2.4	41.7
85719	407	33.0	37.3	78.9
85720	2	0.2	0.2	79.1
85721	2	0.2	0.2	79.3
85724	2	0.2	0.2	79.5
85730	3	0.2	0.3	79.8
85733	1	0.1	0.1	79.9
85735	2	0.2	0.2	80.0
85736	1	0.1	0.1	80.1
85737	6	0.5	0.5	80.7
85739	2	0.2	0.2	80.9
85741	10	0.8	0.9	81.8
85742	4	0.3	0.4	82.1
85743	10	0.8	0.9	83.1
85745	51	4.1	4.7	87.7
85746	11	0.9	1.0	88.7
85747	6	0.5	0.5	89.3
85748	5	0.4	0.5	89.7
85749	2	0.2	0.2	89.9
85750	25	2.0	2.3	92.2
85754	1	0.1	0.1	92.3
85755	5	0.4	0.5	92.8
85756	9	0.7	0.8	93.6
85757	4	0.3	0.4	94.0
85758	1	0.1	0.1	94.0



	Frequency	Percent	Valid Percent	Cumulative Percent
85759	1	0.1	0.1	94.1
85775	1	0.1	0.1	94.2
85791	1	0.1	0.1	94.3
85796	1	0.1	0.1	94.4
85841	1	0.1	0.1	94.5
85917	2	0.2	0.2	94.7
86001	1	0.1	0.1	94.8
86045	1	0.1	0.1	94.9
86314	1	0.1	0.1	95.0
86514	2	0.2	0.2	95.1
87120	2	0.2	0.2	95.3
87501	1	0.1	0.1	95.4
87505	1	0.1	0.1	95.5
87519	3	0.2	0.3	95.8
87719	1	0.1	0.1	95.9
88011	1	0.1	0.1	96.0
89014	1	0.1	0.1	96.1
89705	1	0.1	0.1	96.2
90034	1	0.1	0.1	96.2
90254	1	0.1	0.1	96.3
90720	2	0.2	0.2	96.5
90766	1	0.1	0.1	96.6
91301	1	0.1	0.1	96.7
91377	1	0.1	0.1	96.8
91381	1	0.1	0.1	96.9
91403	1	0.1	0.1	97.0
91710	1	0.1	0.1	97.1
92064	2	0.2	0.2	97.3
92129	1	0.1	0.1	97.3
92130	1	0.1	0.1	97.4
92705	1	0.1	0.1	97.5
92833	1	0.1	0.1	97.6
92835	1	0.1	0.1	97.7
92868	2	0.2	0.2	97.9
93065	1	0.1	0.1	98.0
93455	1	0.1	0.1	98.1
94303	1	0.1	0.1	98.2
94506	2	0.2	0.2	98.4
94526	1	0.1	0.1	98.4
94546	1	0.1	0.1	98.5
94549	1	0.1	0.1	98.6
94553	1	0.1	0.1	98.7
94563	1	0.1	0.1	98.8
94572	1	0.1	0.1	98.9
95120	1	0.1	0.1	99.0
95121	1	0.1	0.1	99.1



	Frequency	Percent	Valid Percent	Cumulative Percent
95219	1	0.1	0.1	99.2
95492	1	0.1	0.1	99.3
95705	1	0.1	0.1	99.4
95713	1	0.1	0.1	99.5
95756	1	0.1	0.1	99.5
96792	1	0.1	0.1	99.6
97601	1	0.1	0.1	99.7
97804	1	0.1	0.1	99.8
98006	1	0.1	0.1	99.9
99203	1	0.1	0.1	100.0
Total	1,092	88.6	100.0	
Missing System	140	11.4		
Total	1,232	100.0		

Q20. Are you employed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Full-time	189	15.3	16.3	16.3
Part-time	560	45.5	48.3	64.6
Retired	5	0.4	0.4	65.0
Unemployed	406	33.0	35.0	100.0
Total	1,160	94.2	100.0	
Missing System	72	5.8		
Total	1,232	100.0		

Q21. Are you a student?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Full-time	1,010	82.0	86.2	86.2
Part-time	47	3.8	4.0	90.2
Not a student	115	9.3	9.8	100.0
Total	1,172	95.1	100.0	
Missing System	60	4.9		



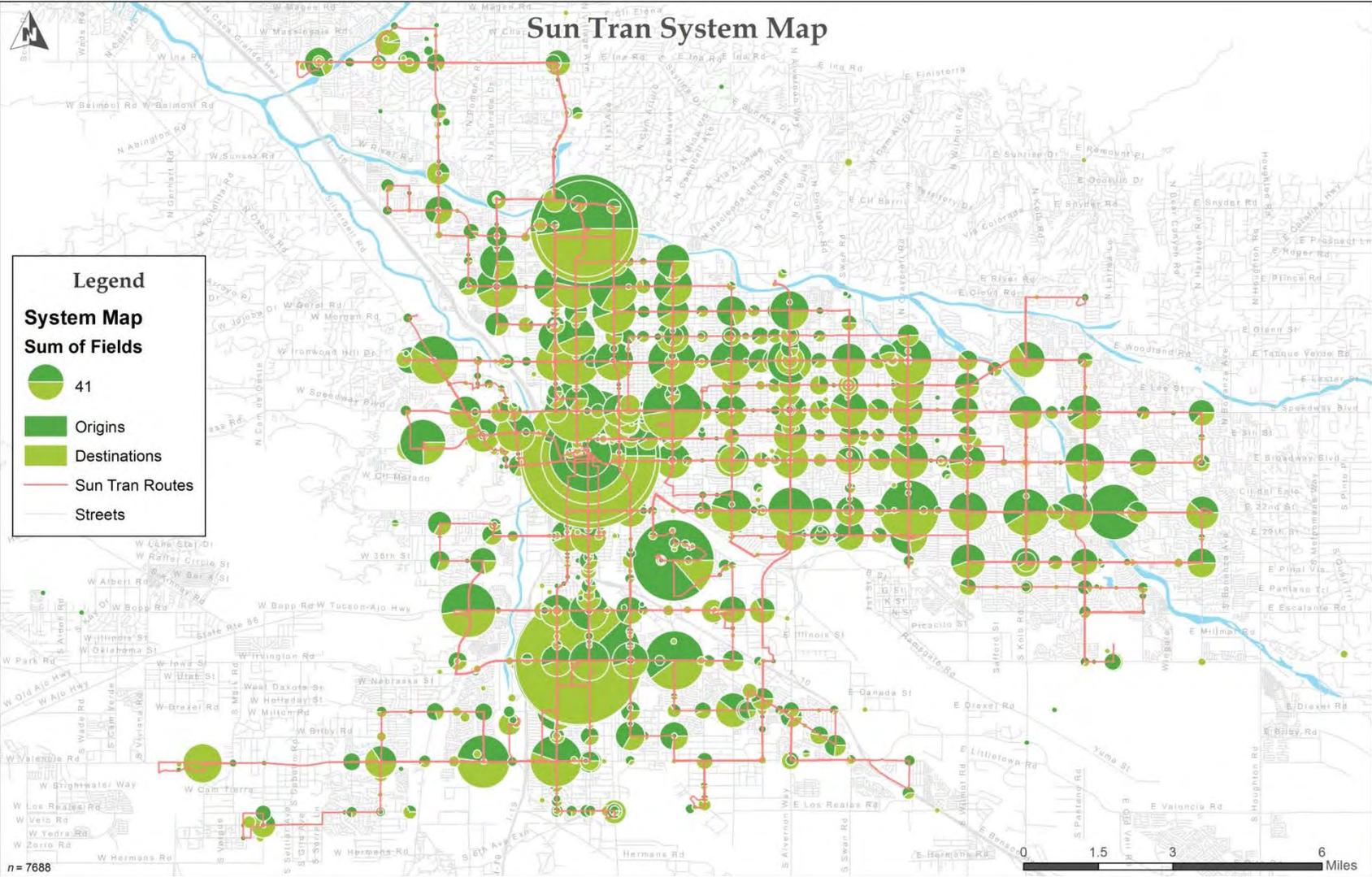
Appendix G
Origin/Destination Maps



This Page Intentionally Left Blank.



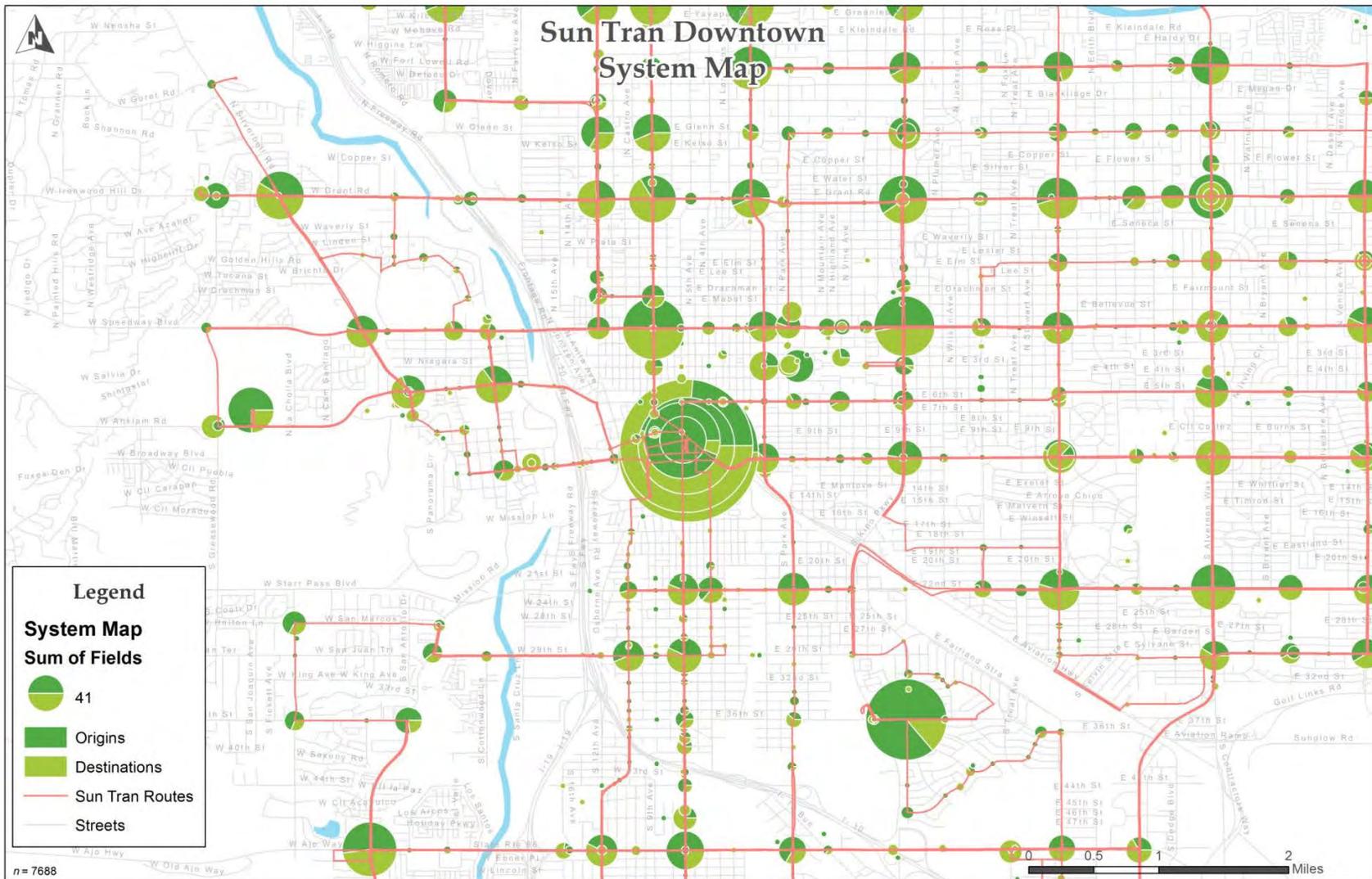
Exhibit G.1 Sun Tran – System-wide



G-3



Exhibit G.2 Sun Tran – System-wide Downtown



G-4



Exhibit G.3 Sun Tran – Route 1

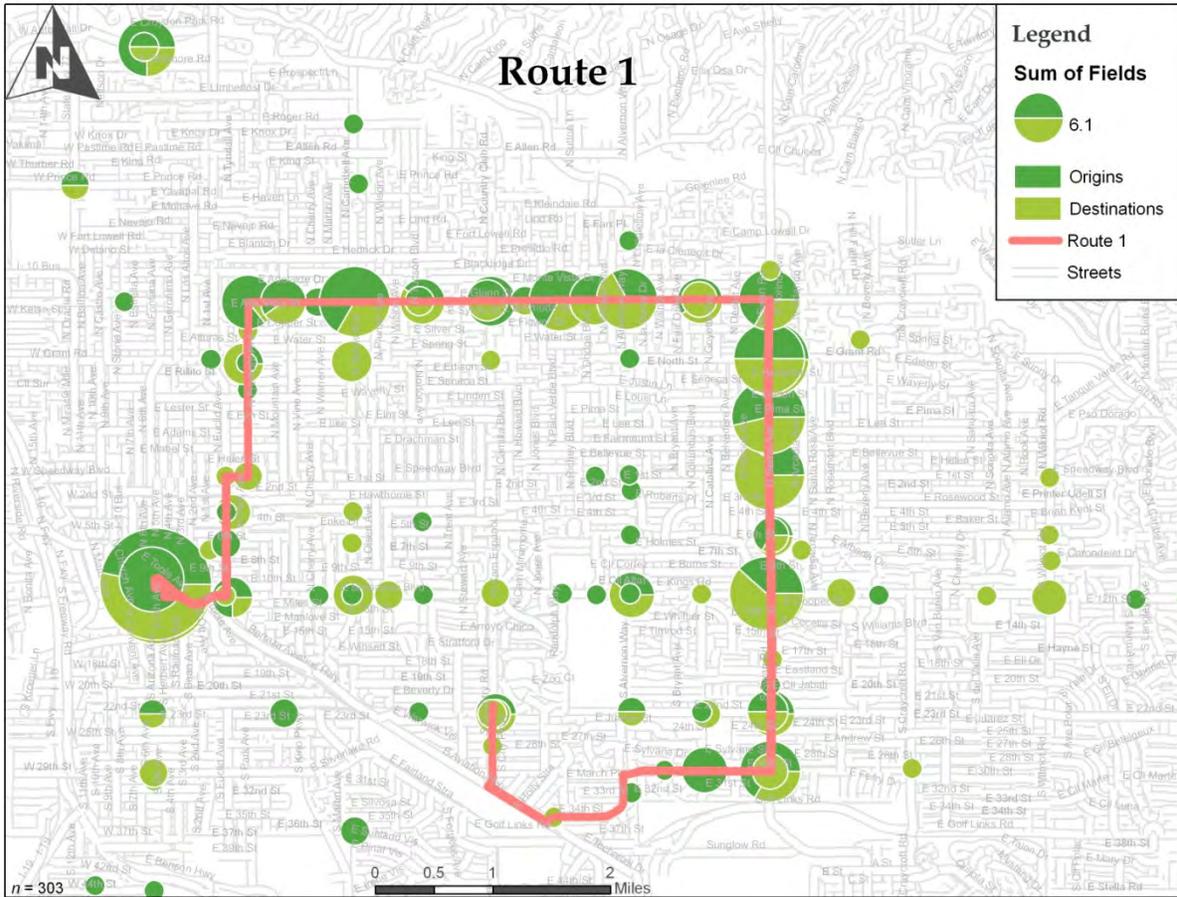
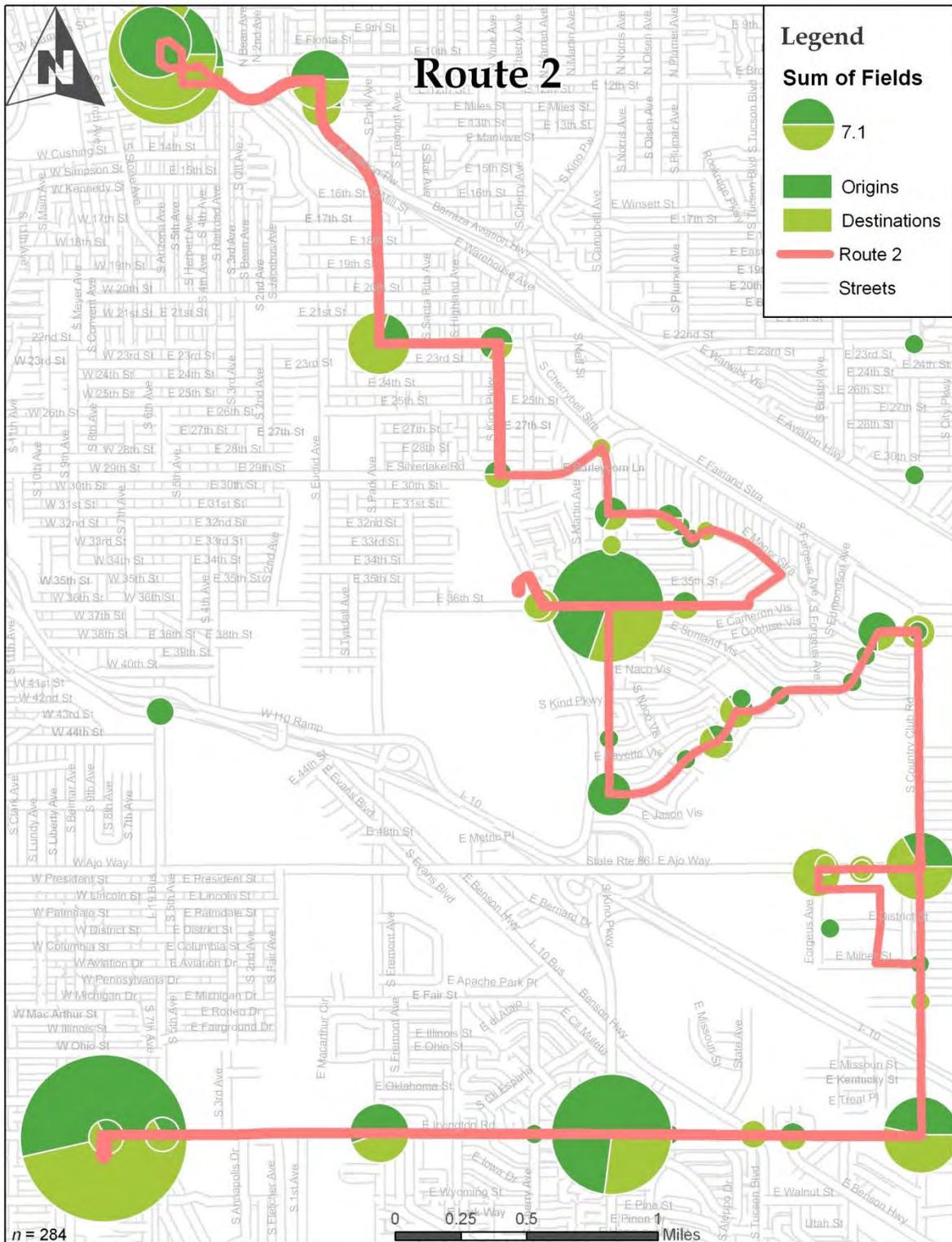


Exhibit G.4 Sun Tran – Route 2



G-6



Exhibit G.5 Sun Tran – Route 3

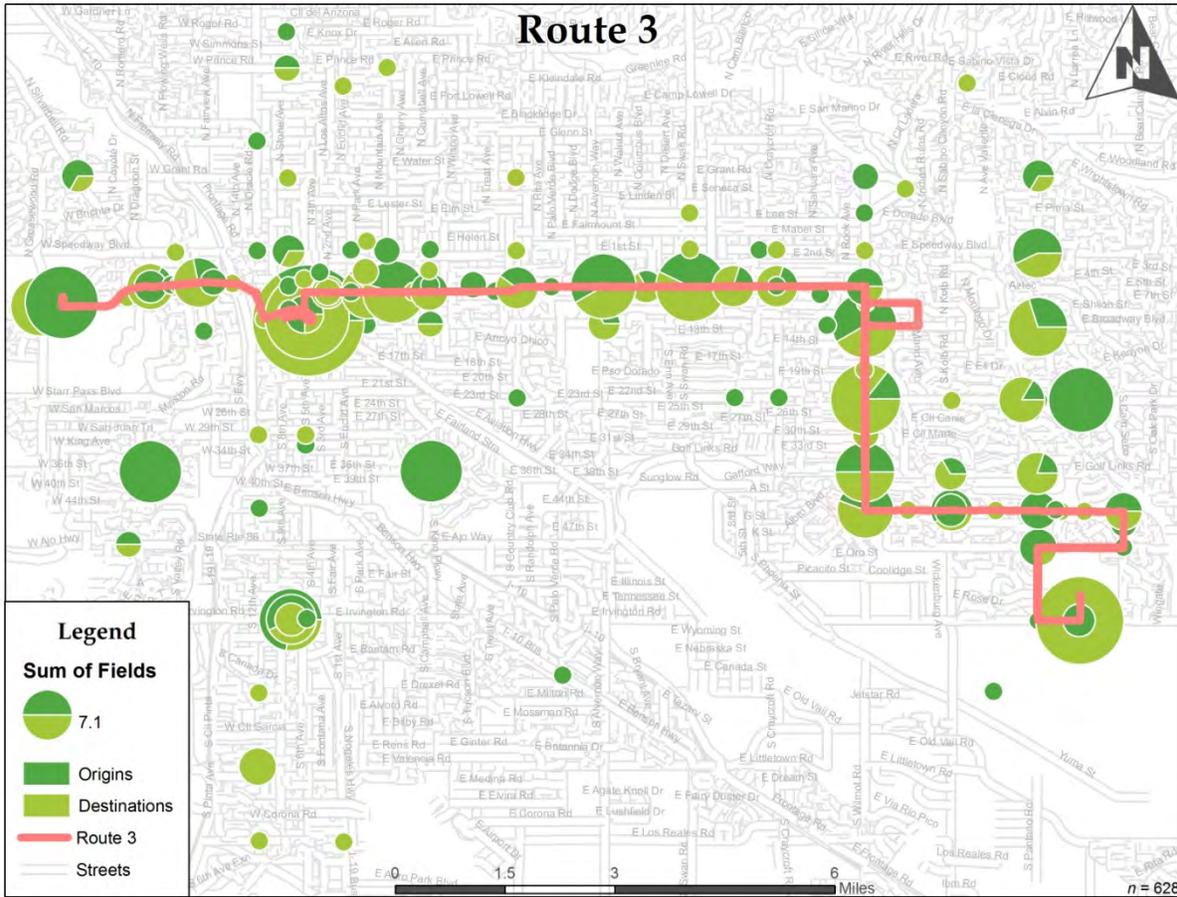


Exhibit G.6 Sun Tran – Route 4

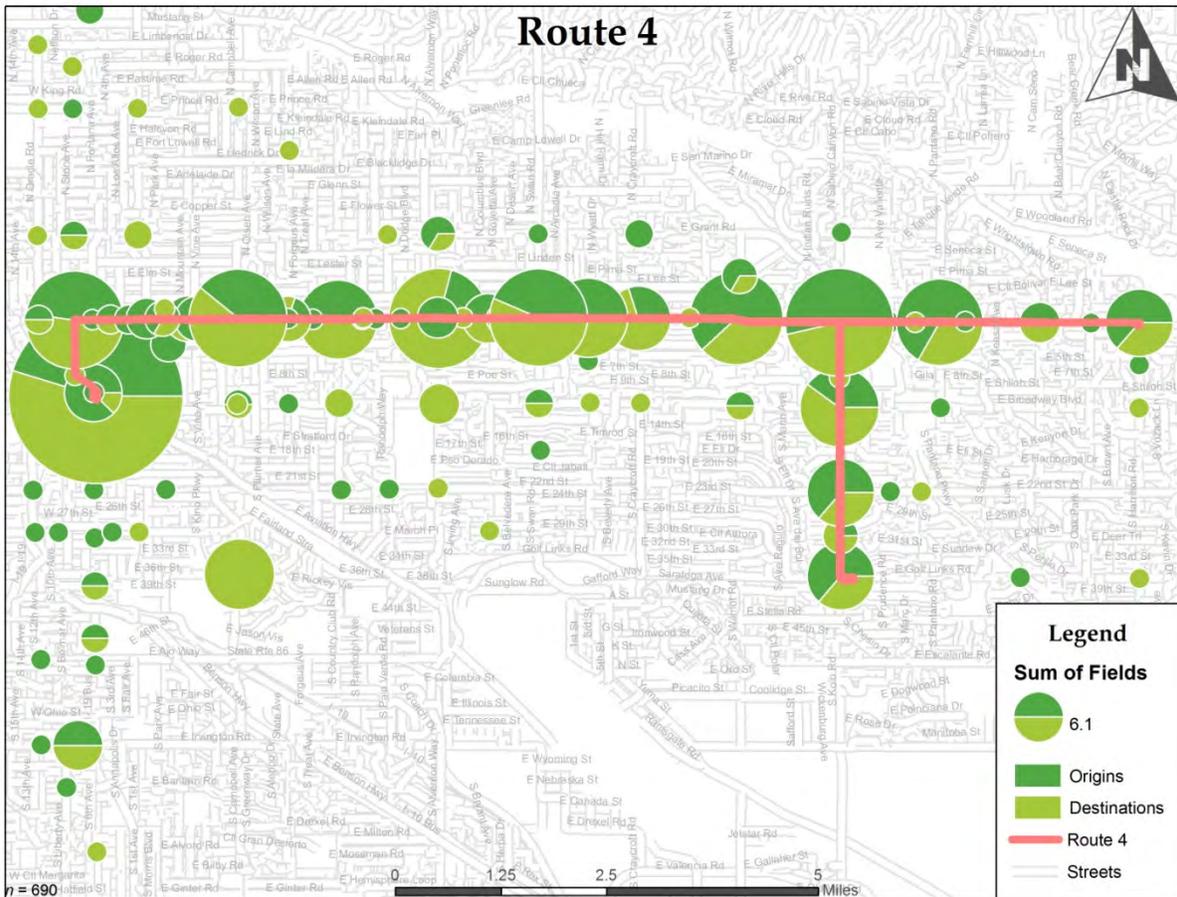


Exhibit G.7 Sun Tran – Route 5

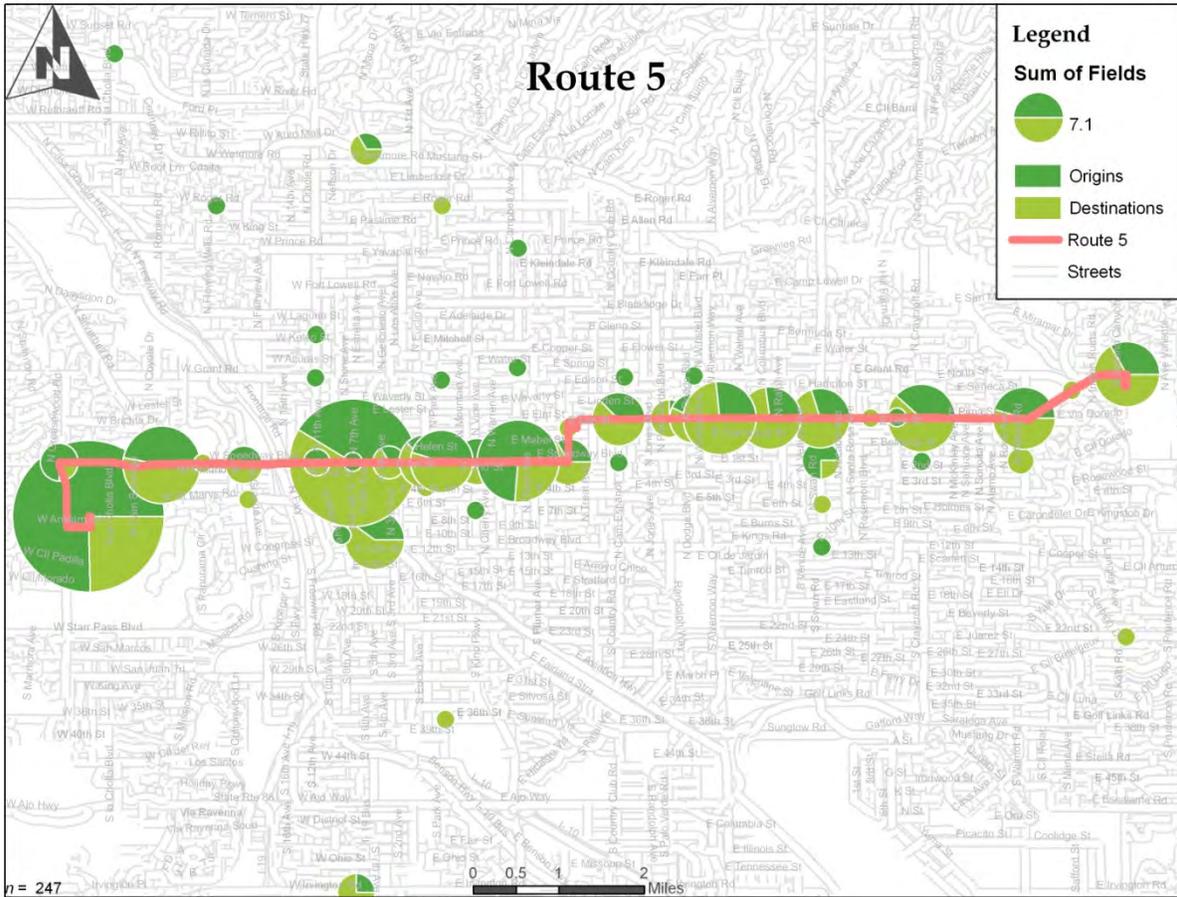
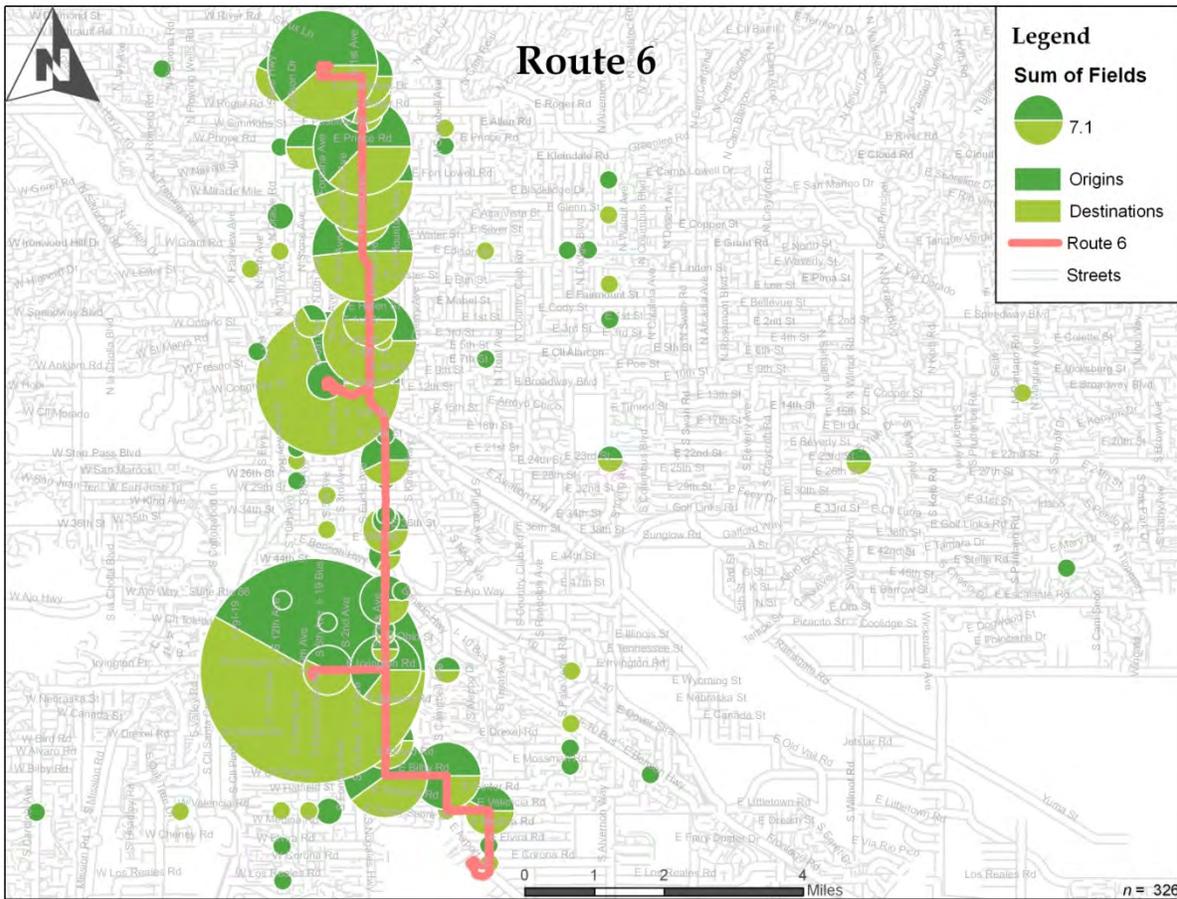


Exhibit G.8 Sun Tran – Route 6



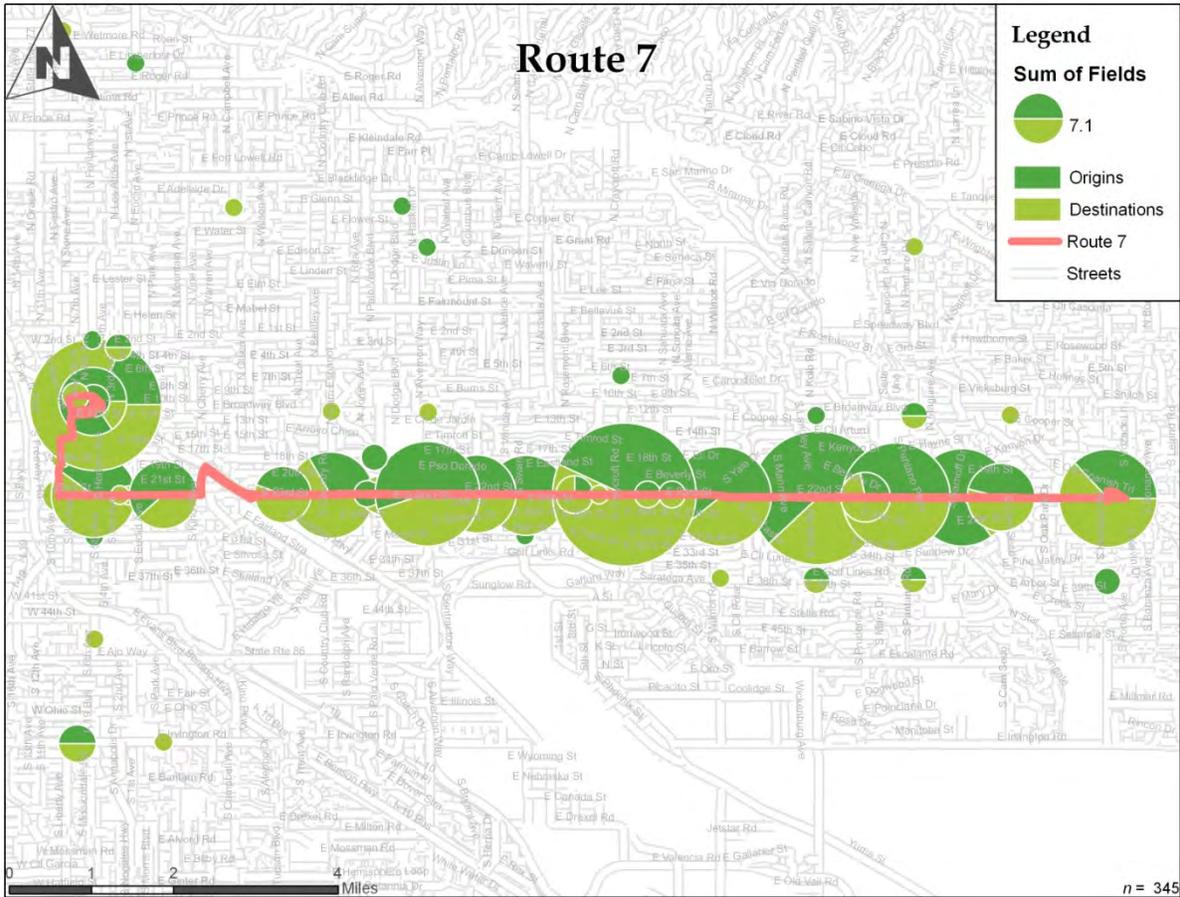


Exhibit G.10 Sun Tran – Route 8

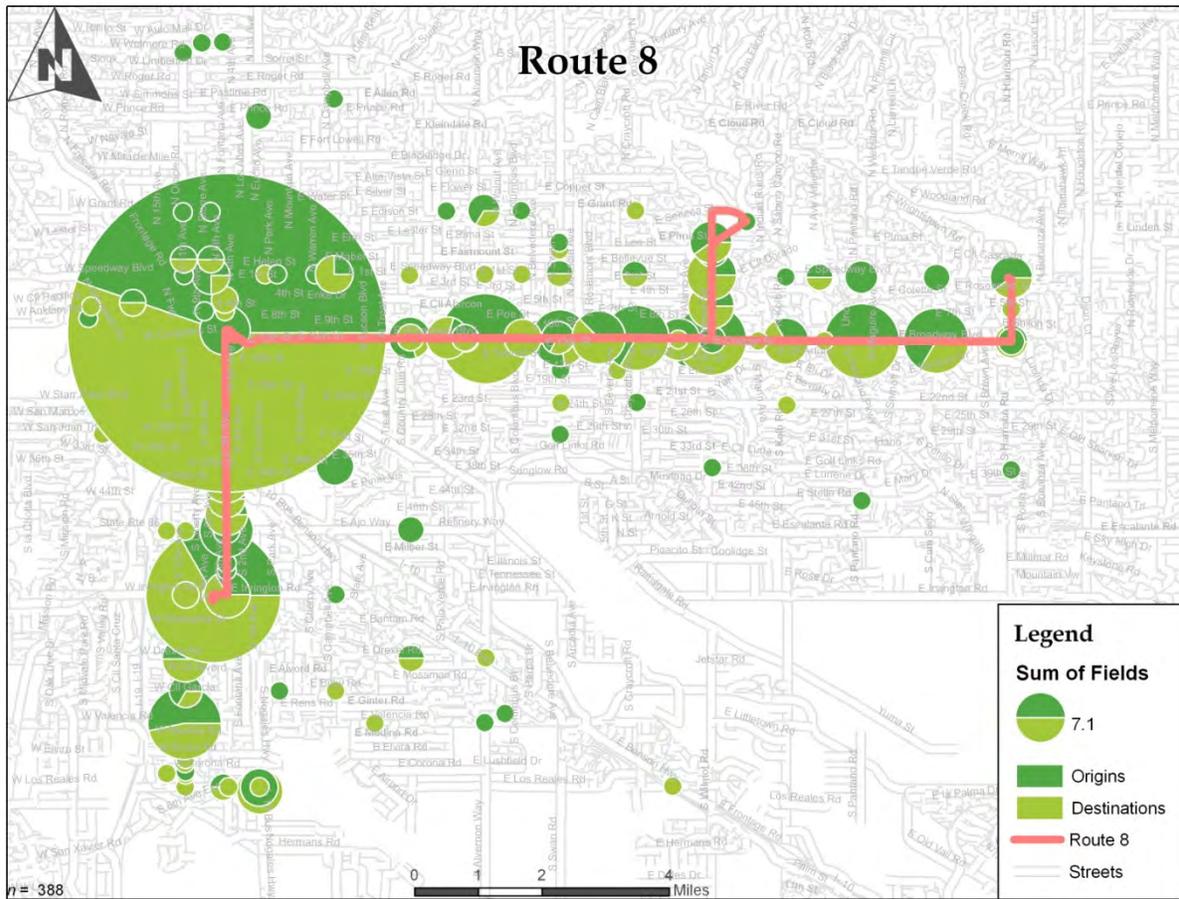


Exhibit G.11 Sun Tran – Route 9

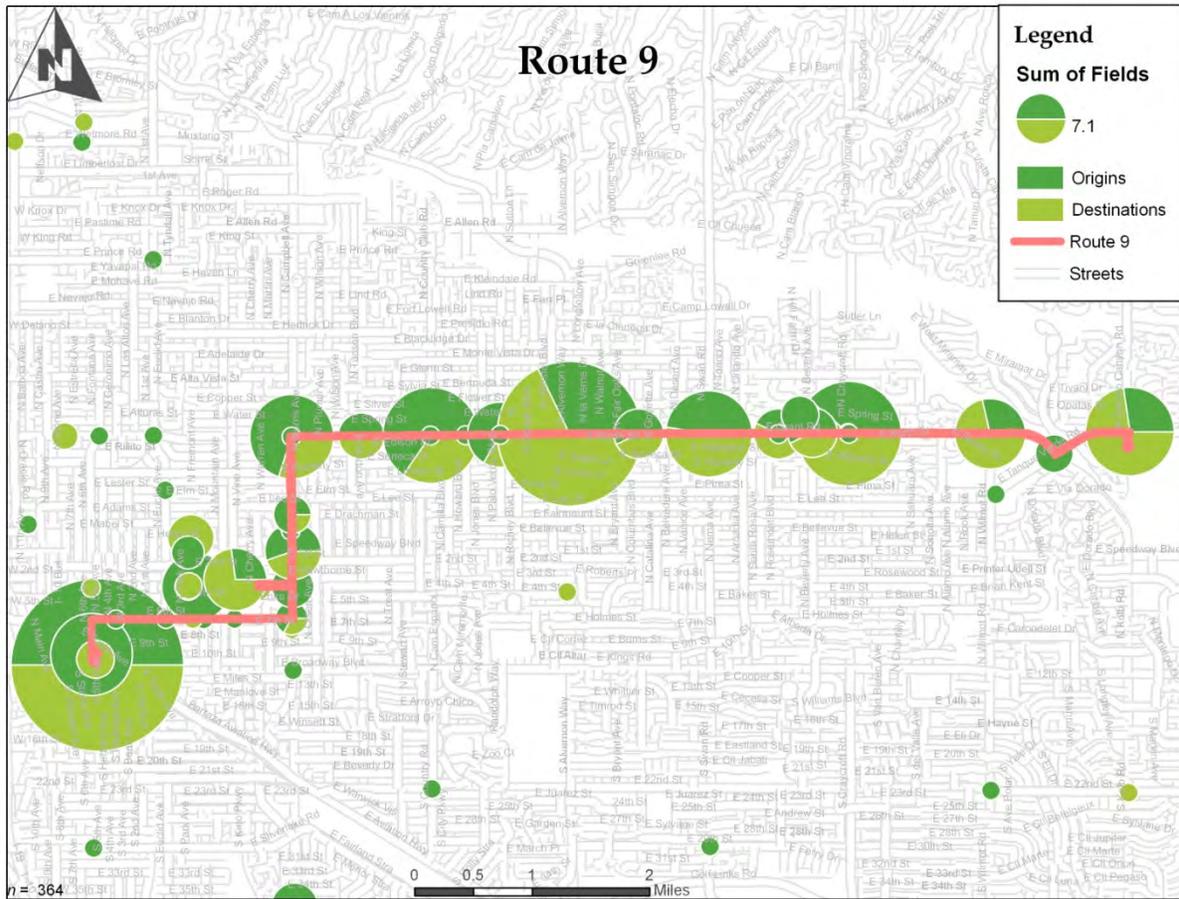


Exhibit G.12 Sun Tran – Route 10

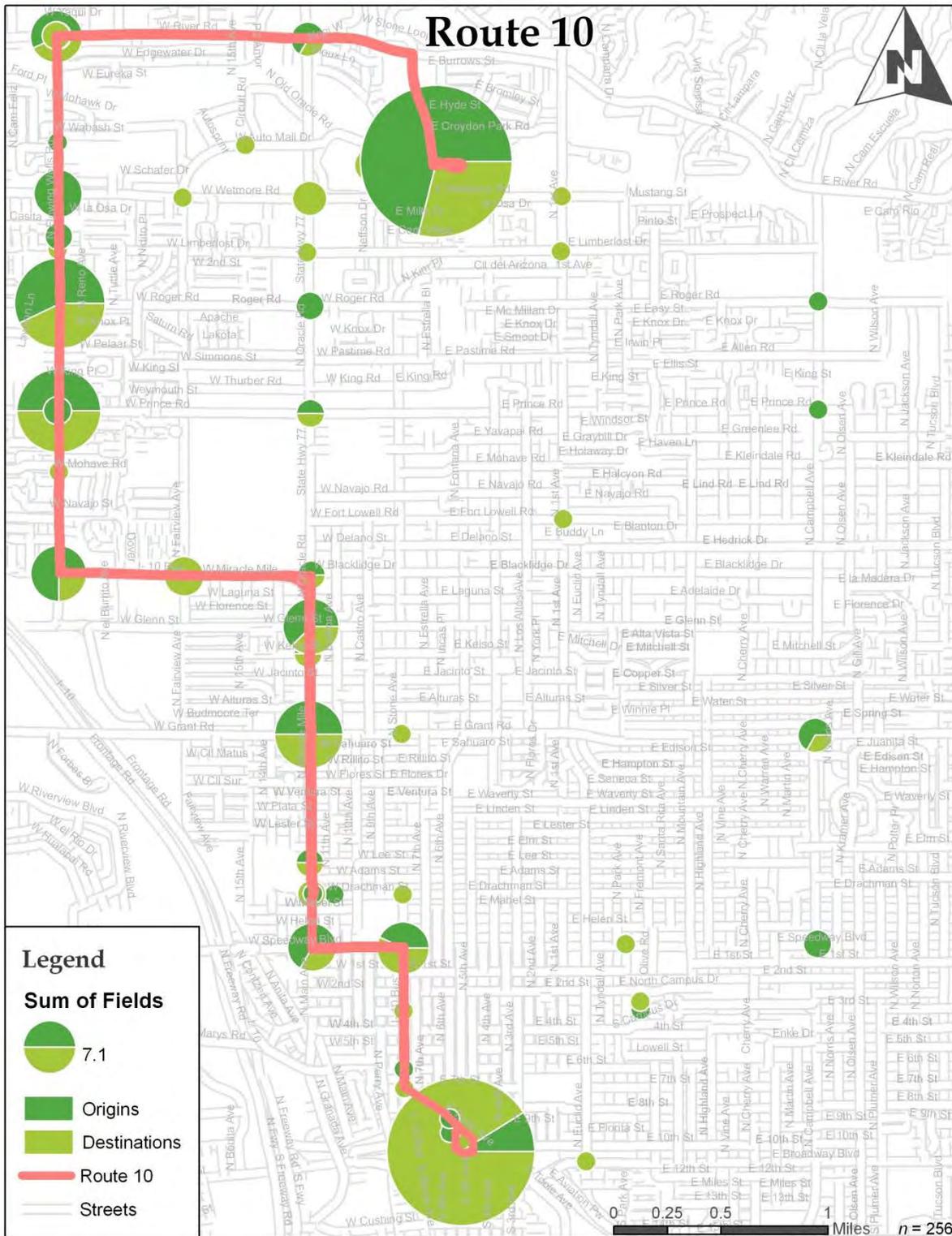
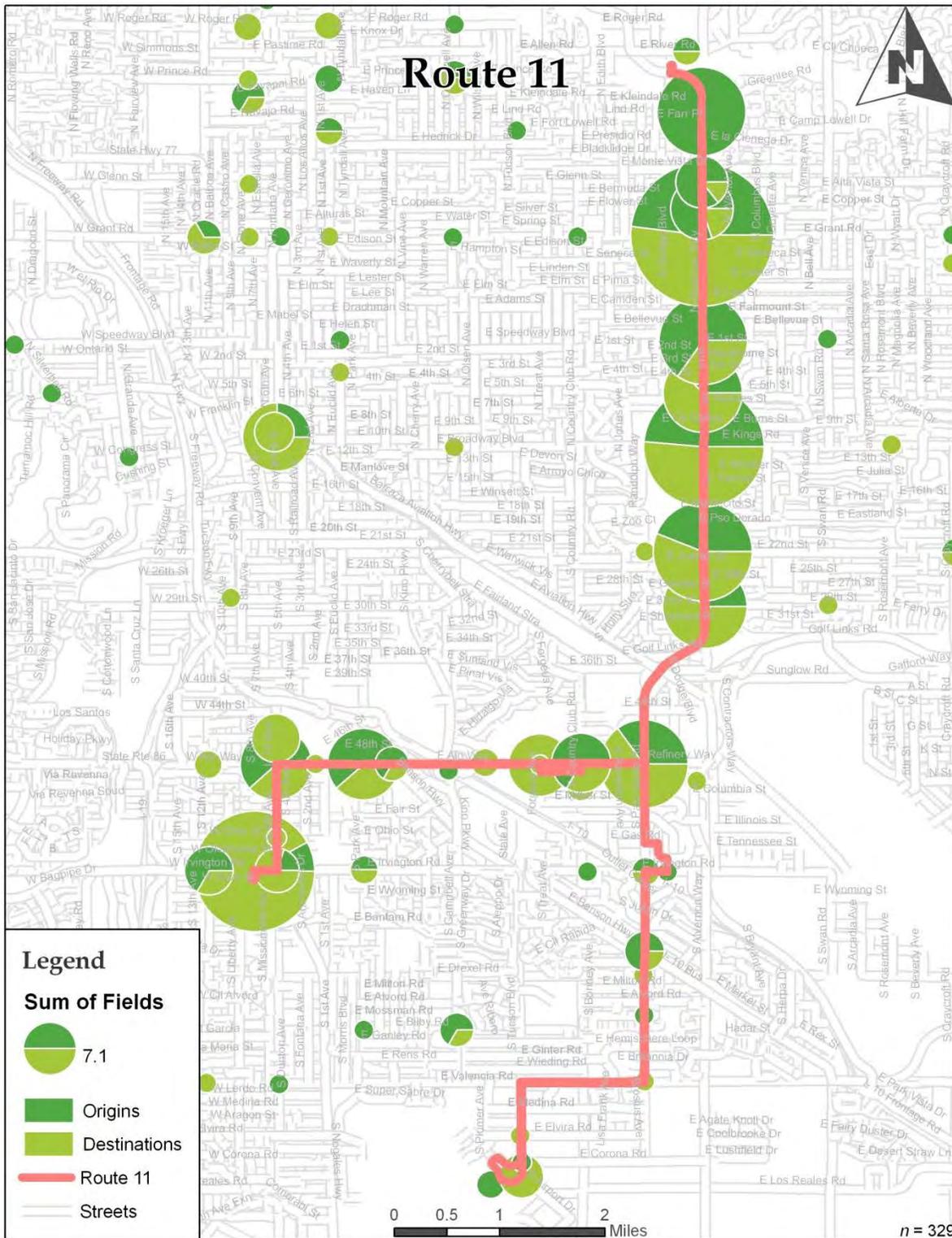


Exhibit G.13 Sun Tran – Route 11



G-15



Exhibit G.14 Sun Tran – Route 15

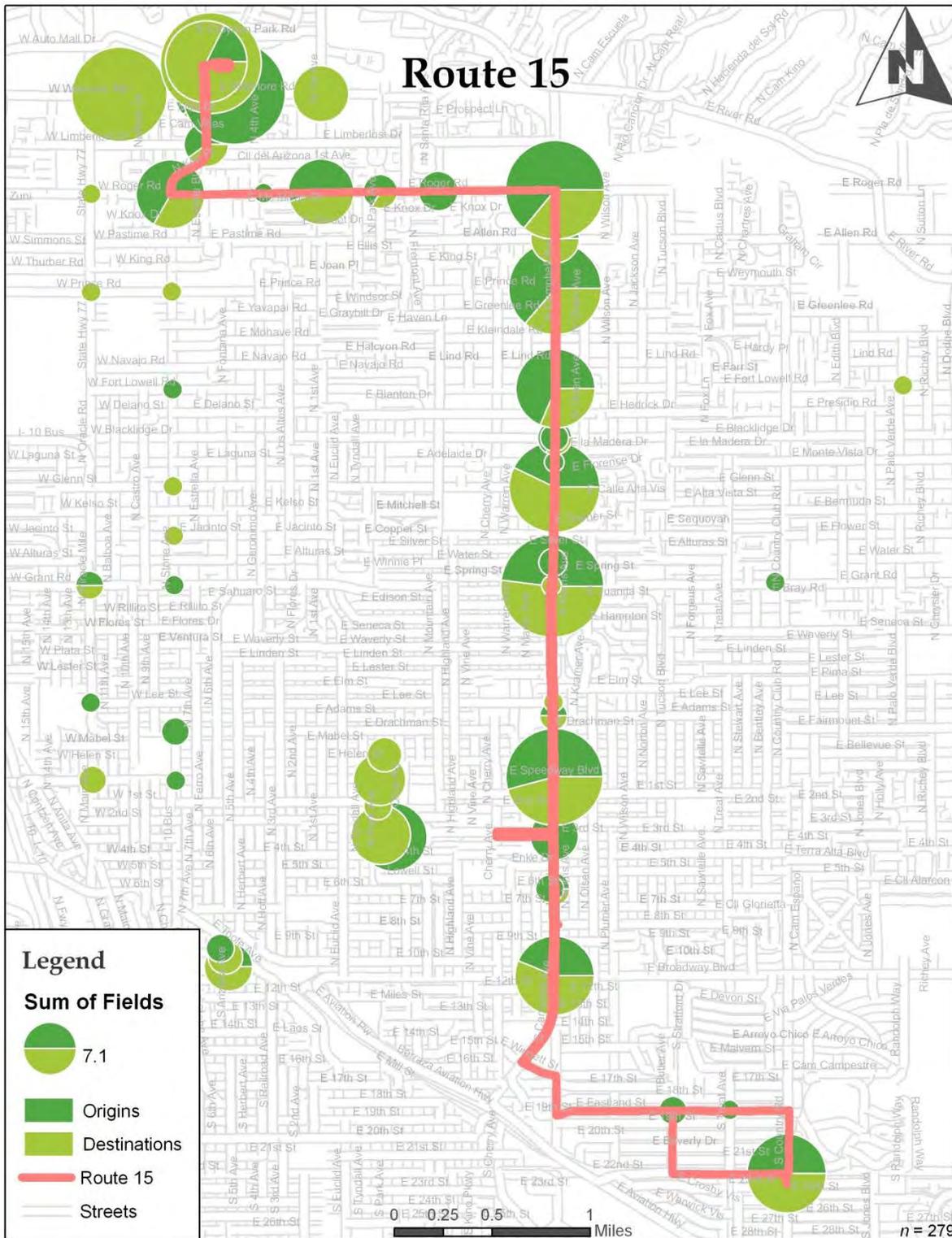
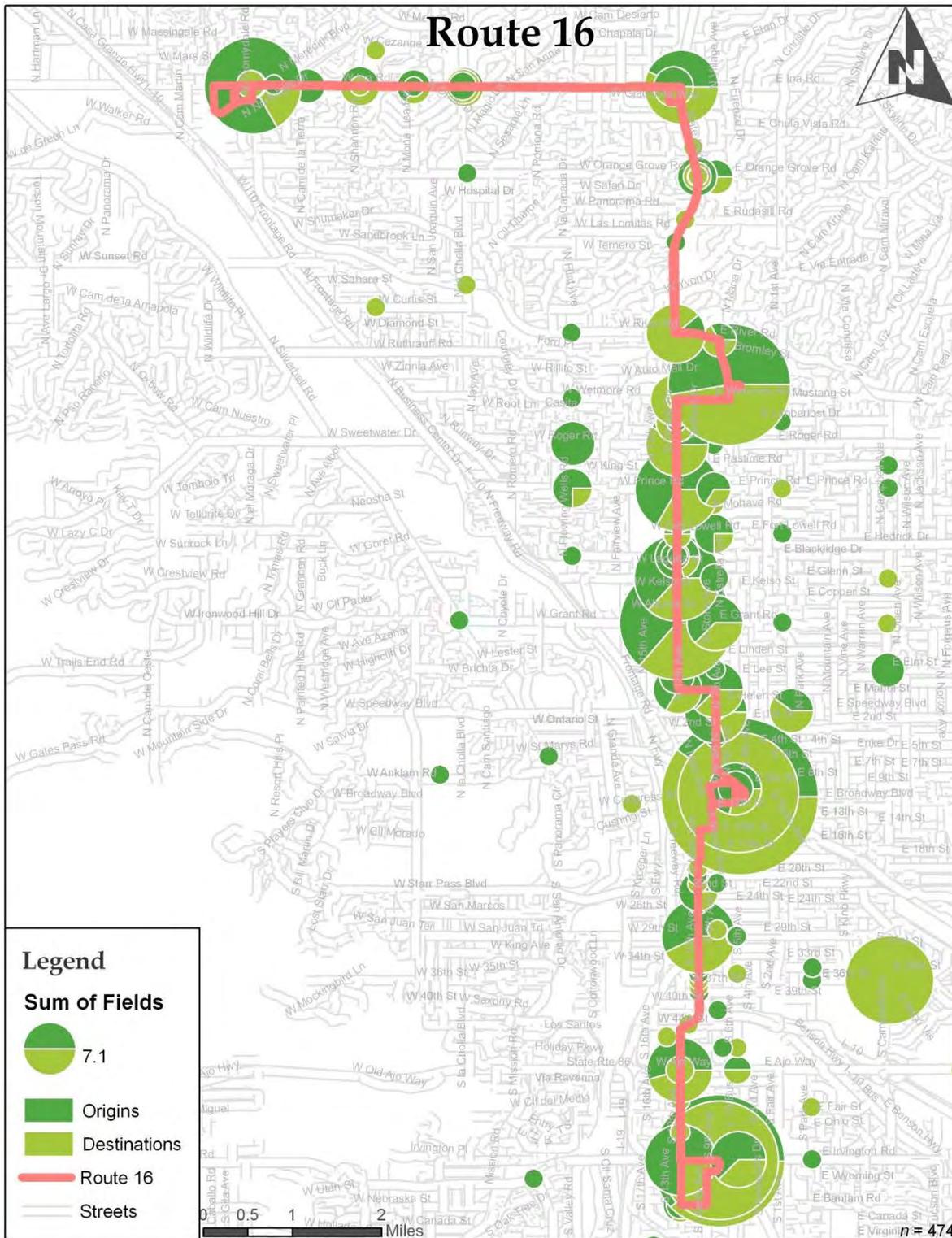


Exhibit G.15 Sun Tran – Route 16



G-17



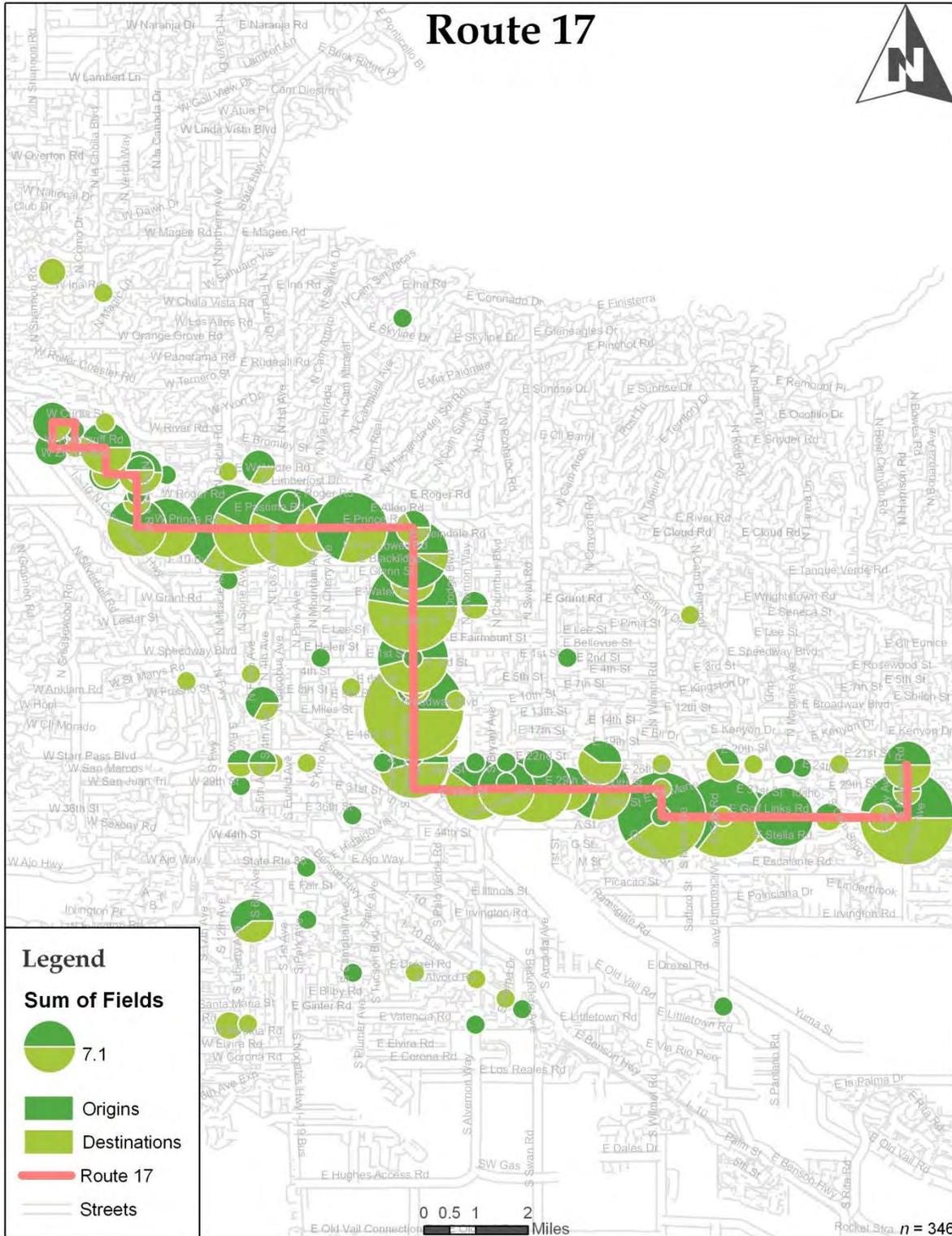




Exhibit G.19 Sun Tran – Route 21



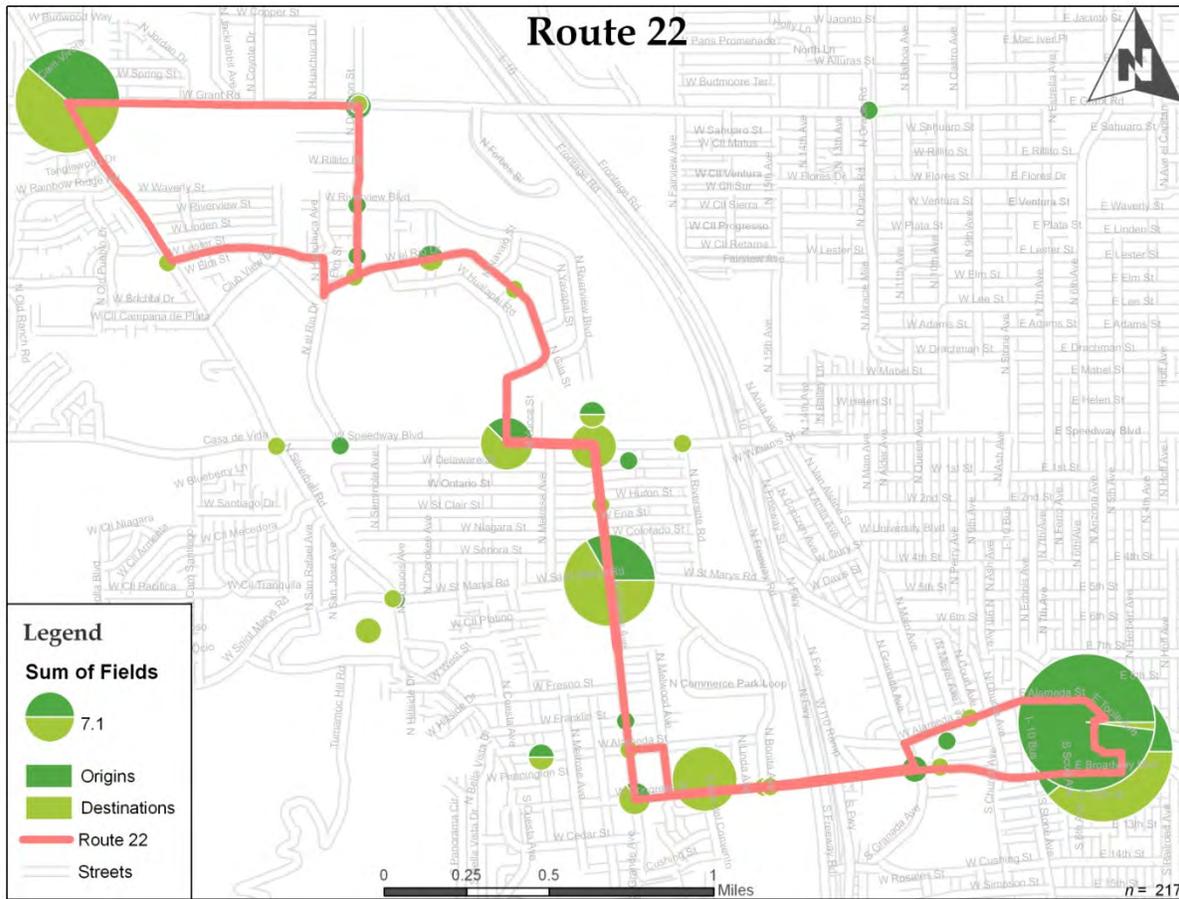
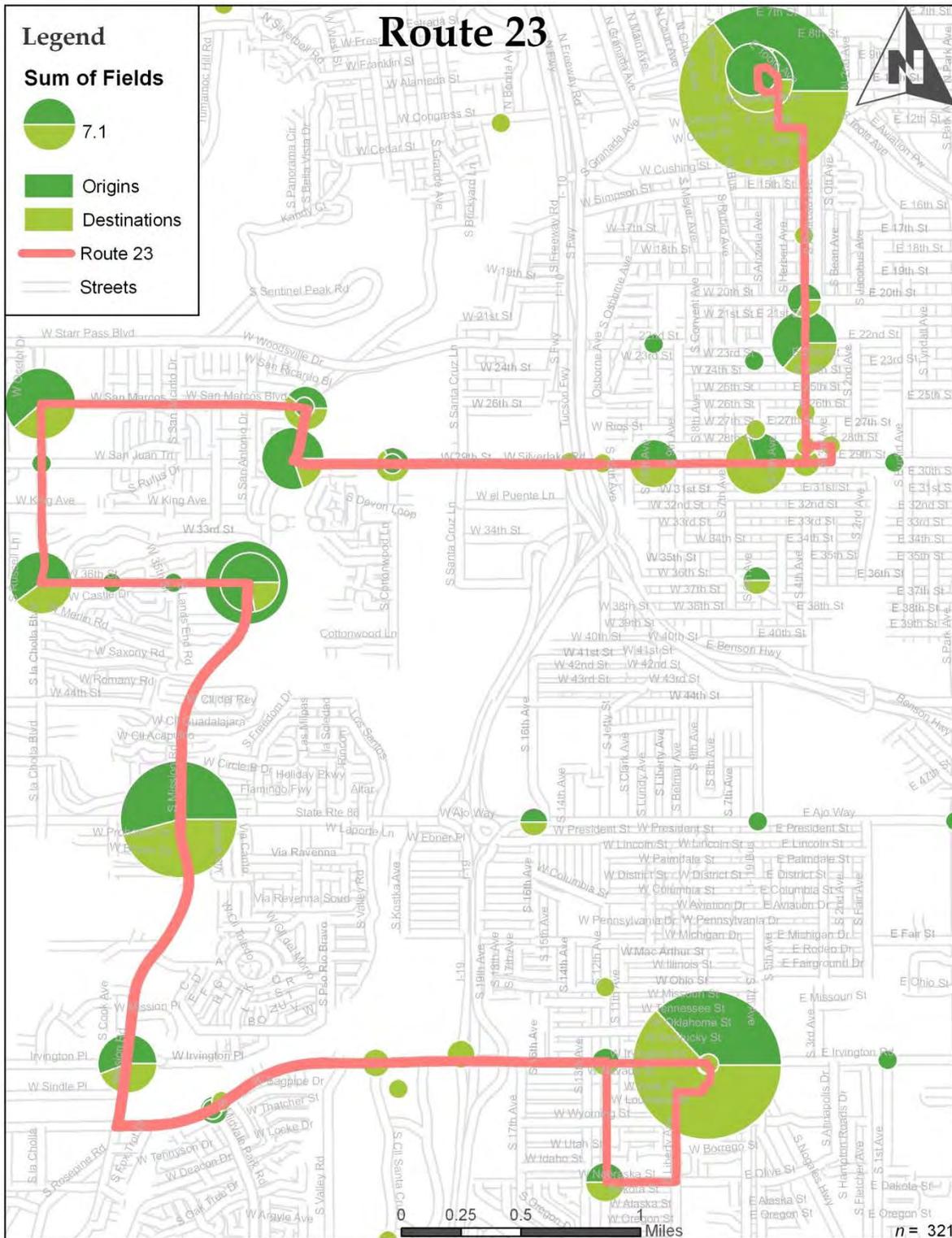


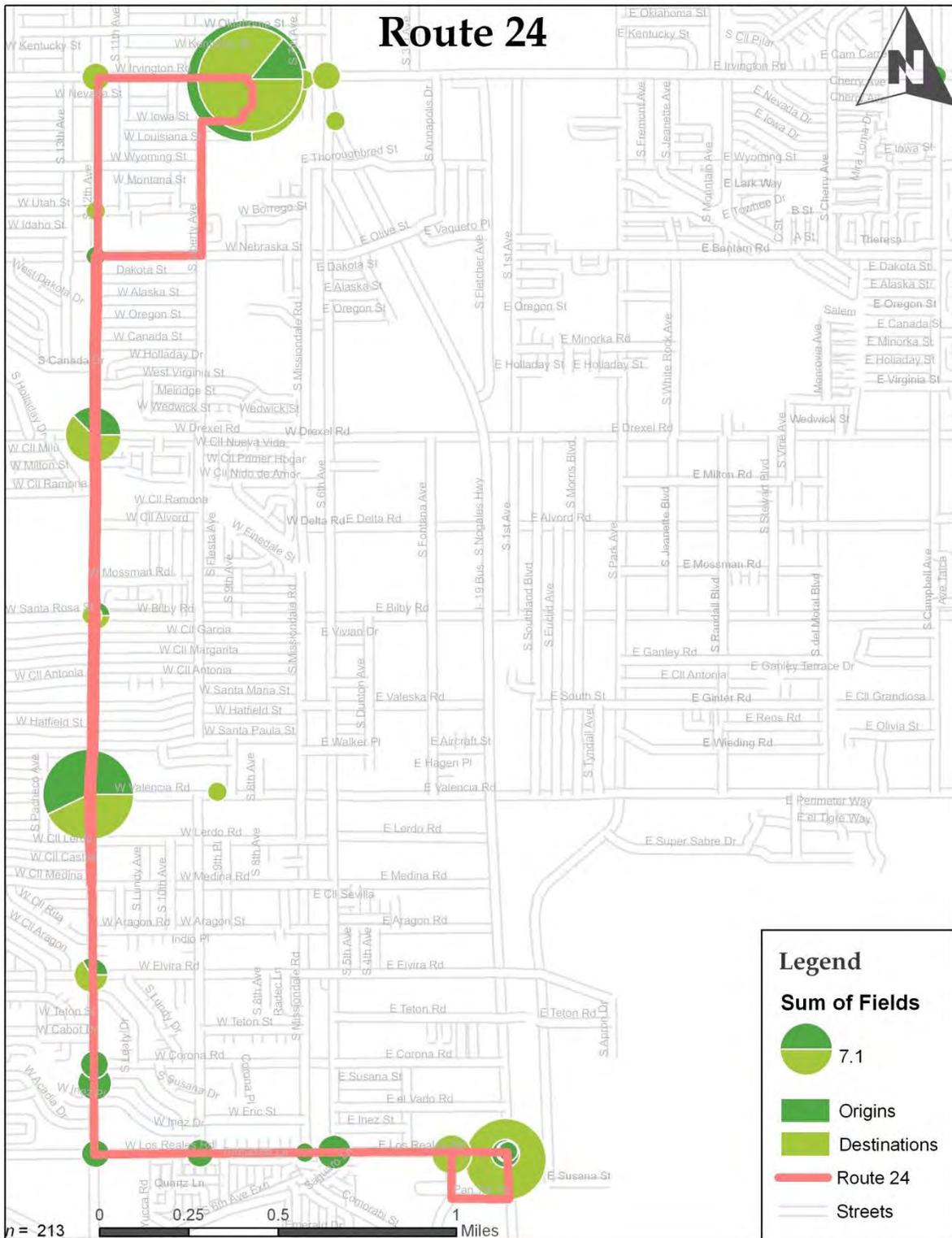
Exhibit G.21 Sun Tran – Route 23



G-23



Exhibit G.22 Sun Tran – Route 24



G-24



Exhibit G.23 Sun Tran – Route 26

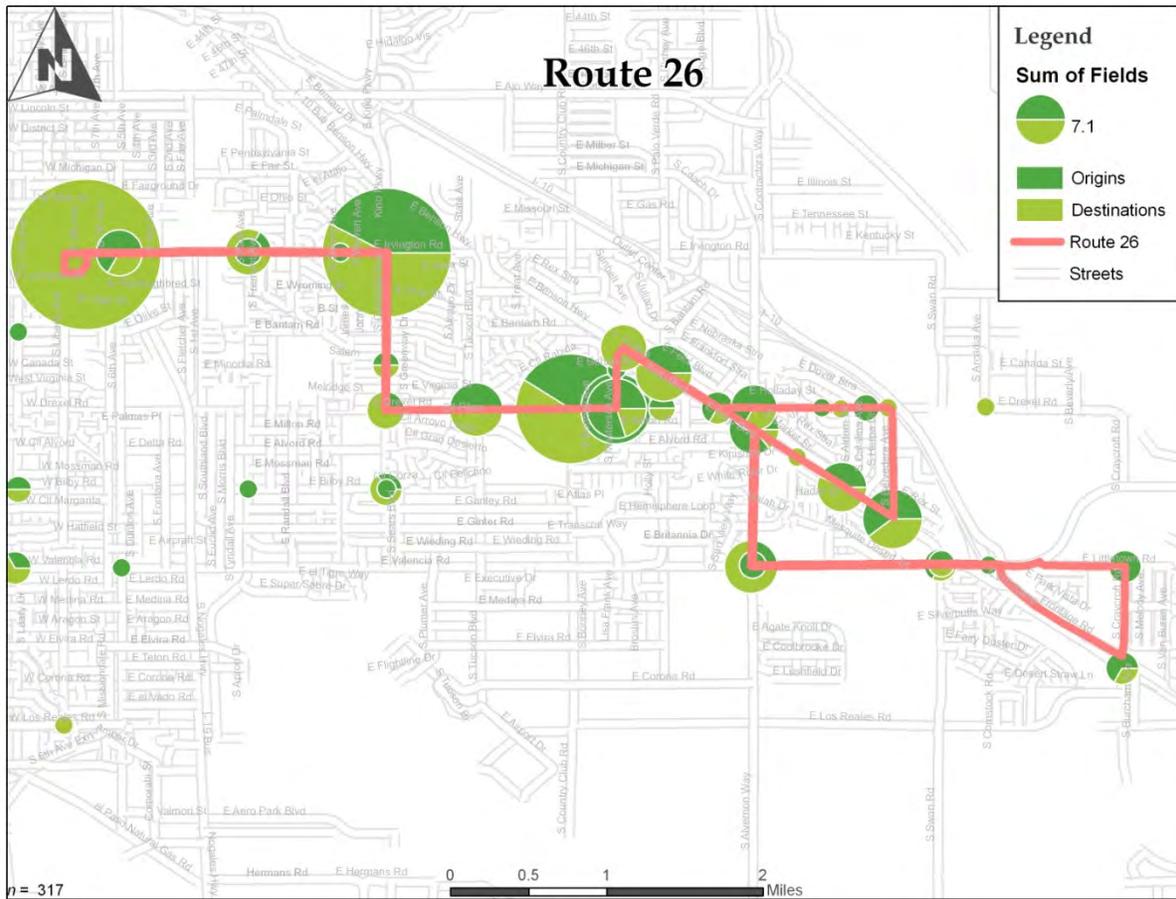


Exhibit G.24 Sun Tran – Route 27

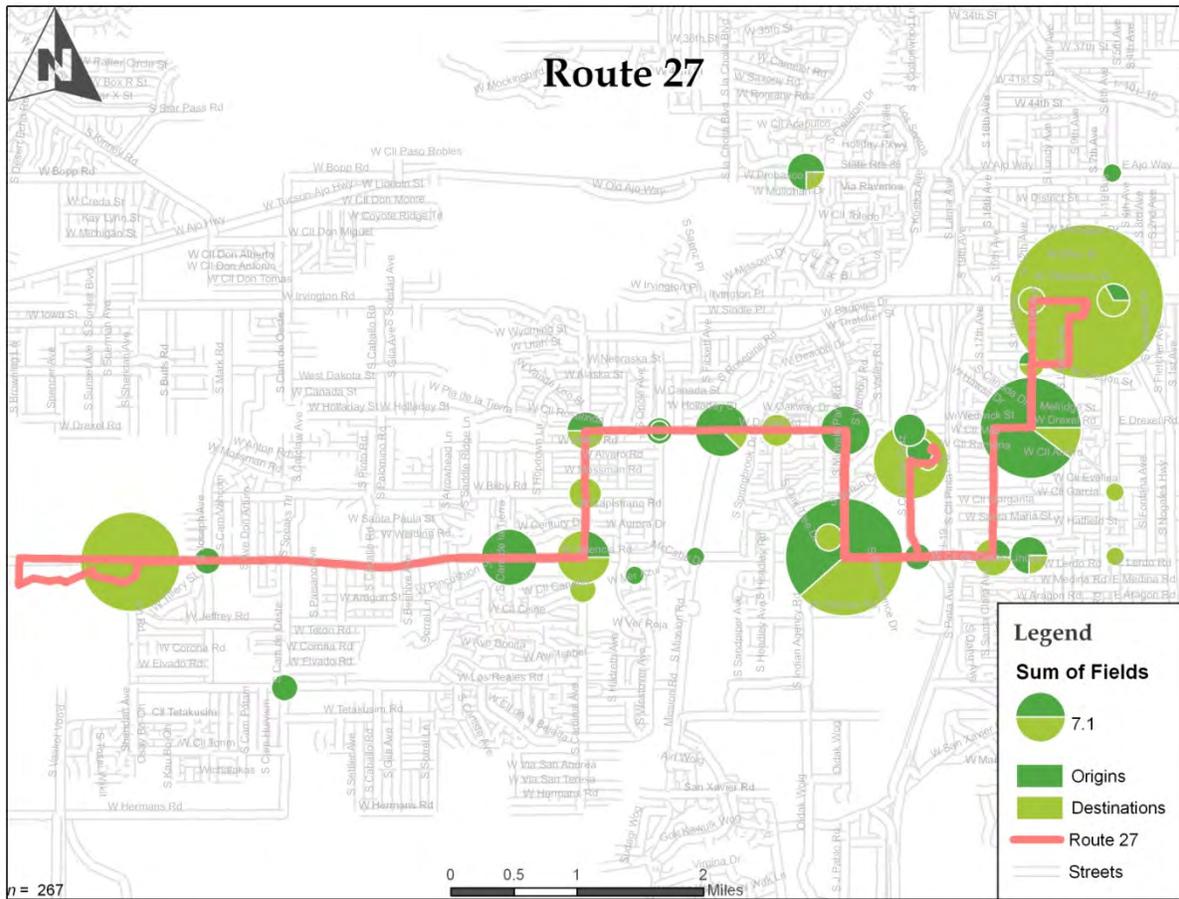


Exhibit G.25 Sun Tran – Route 29

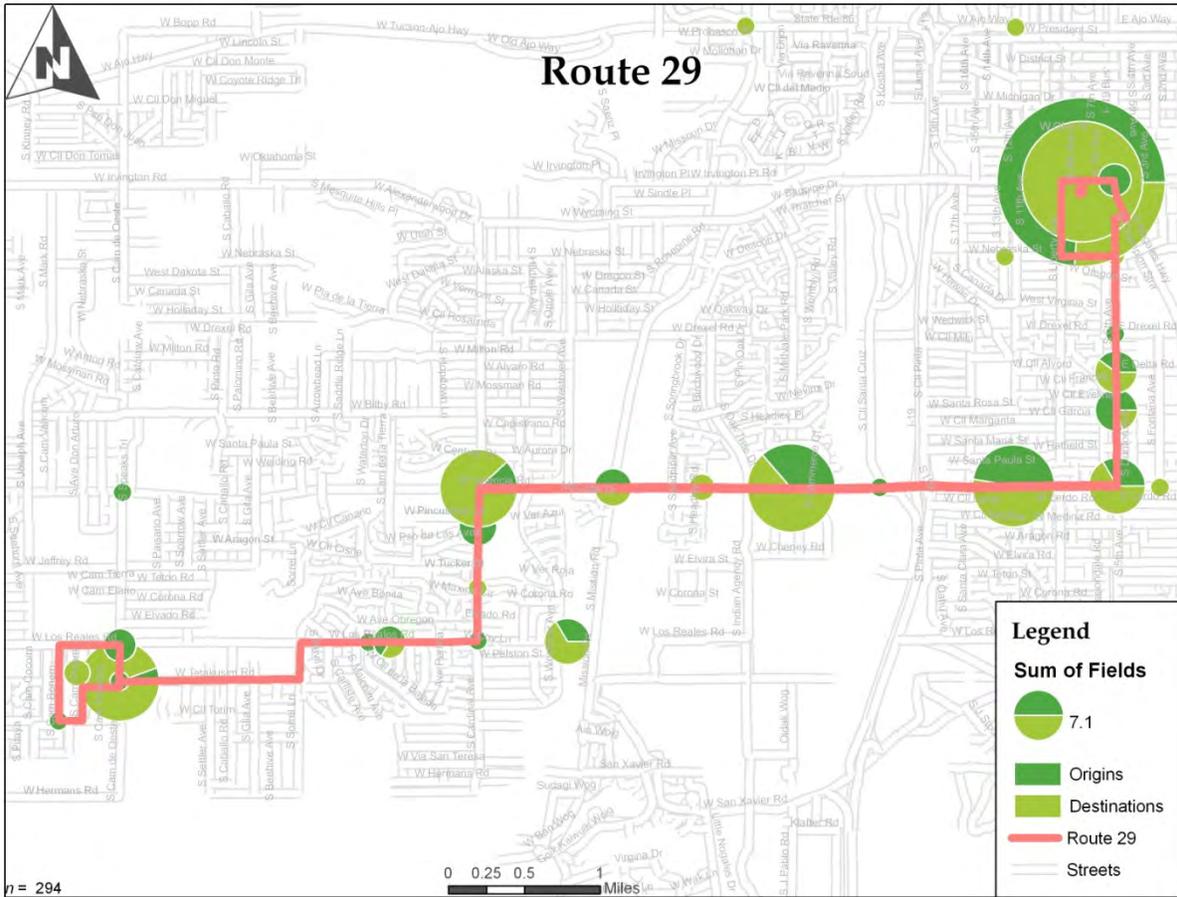


Exhibit G.26 Sun Tran – Route 34



Exhibit G.27 Sun Tran – Route 37



G-29



Exhibit G.28 Sun Tran – Route 50



Exhibit G.29 Sun Tran – Route 61

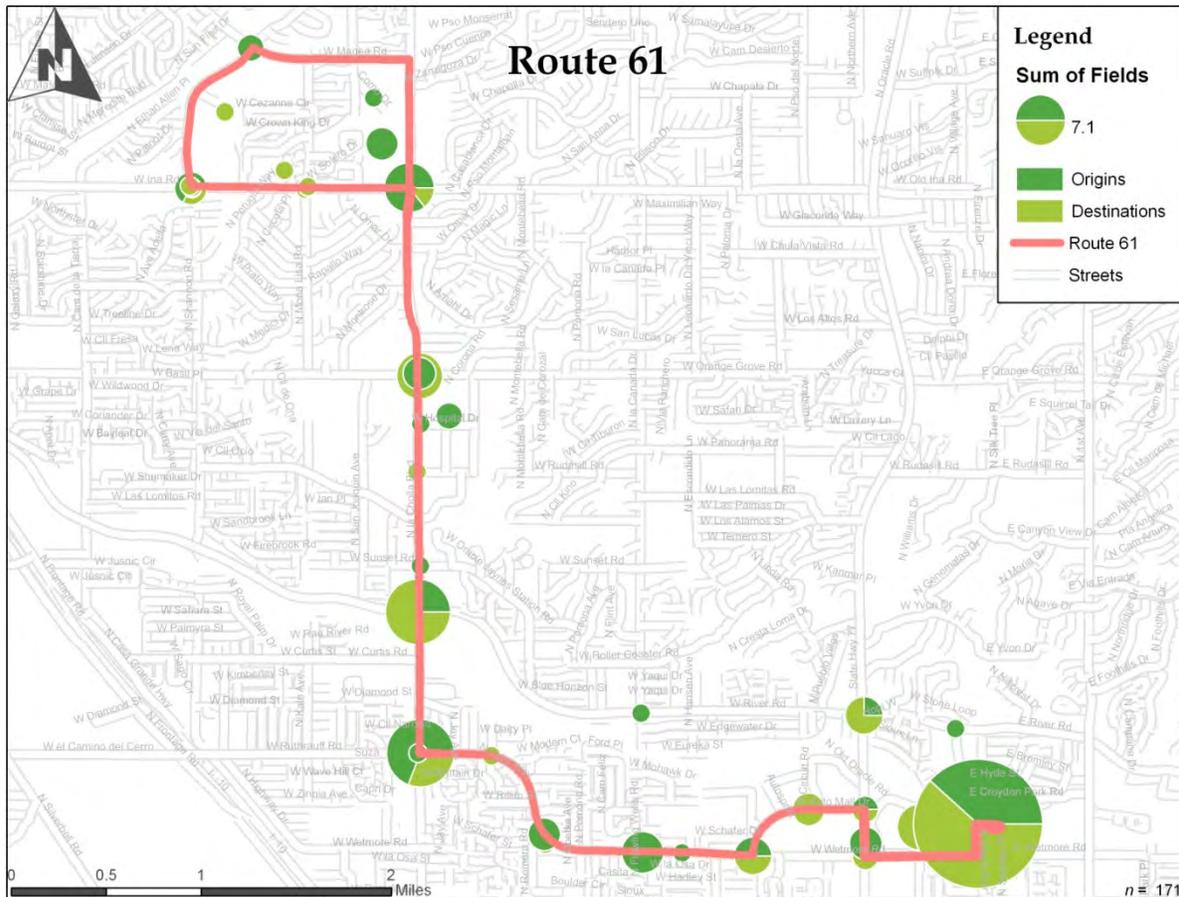


Exhibit G.30 Sun Tran Express – System-wide

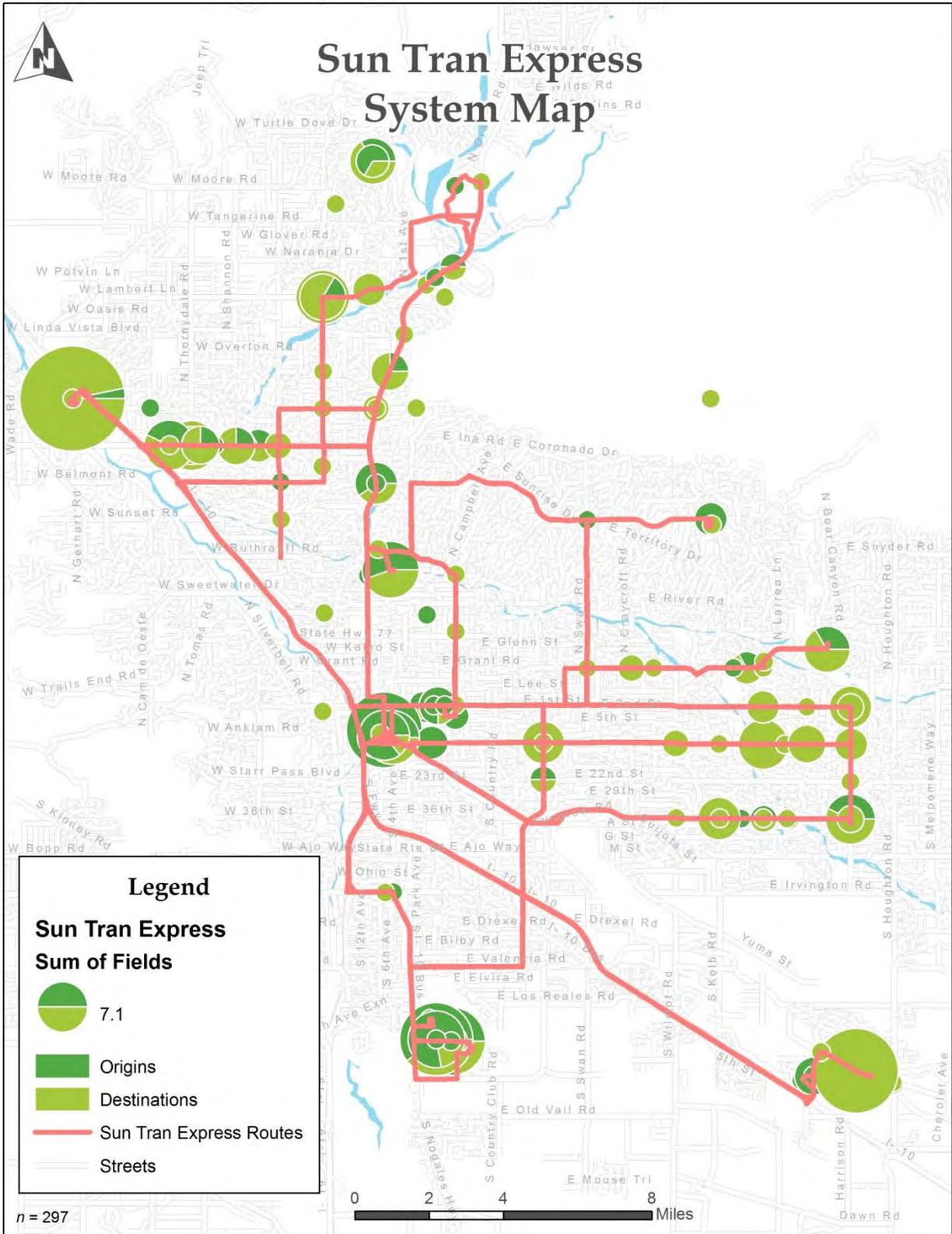


Exhibit G.31 Sun Tran Express – Route 101x

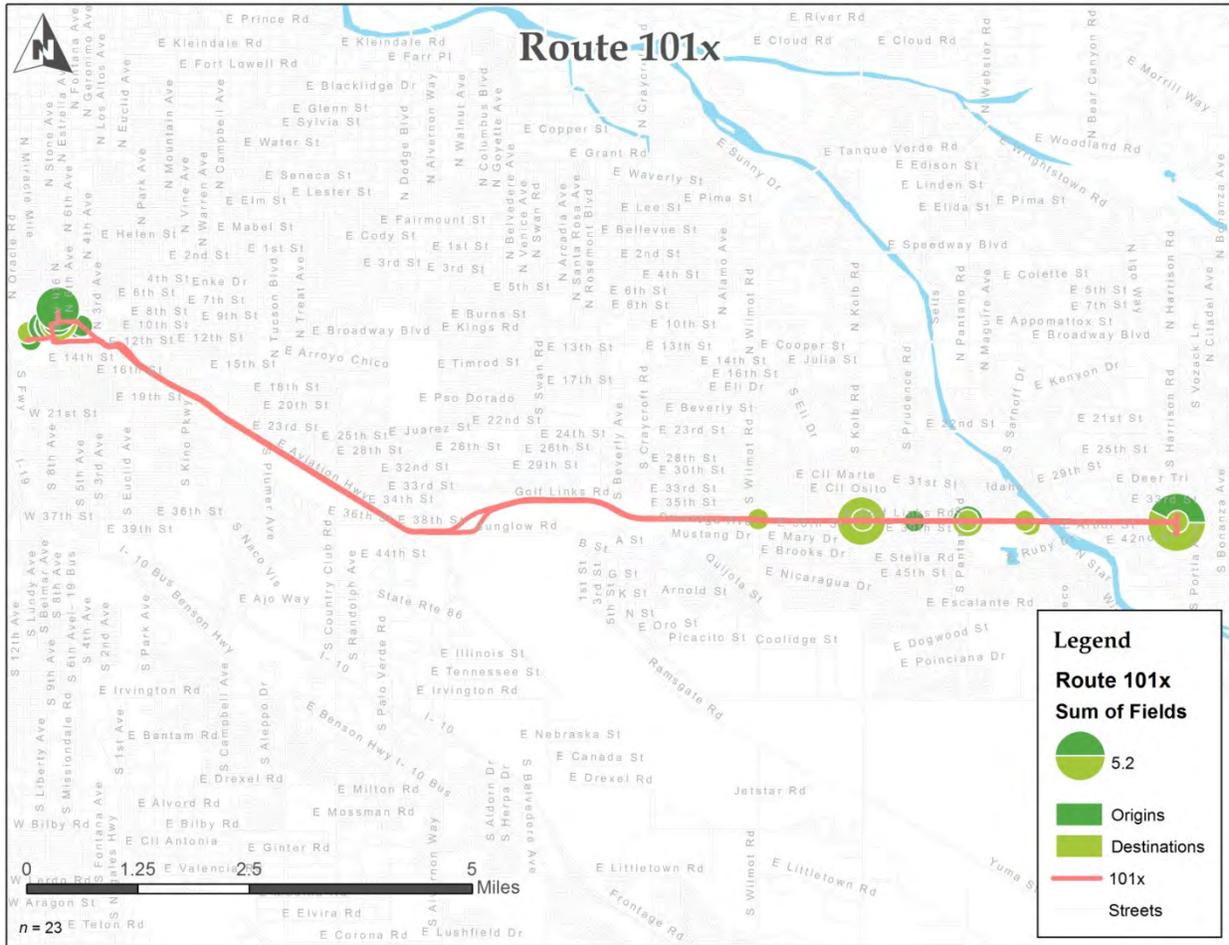


Exhibit G.32 Sun Tran Express – Route 102X

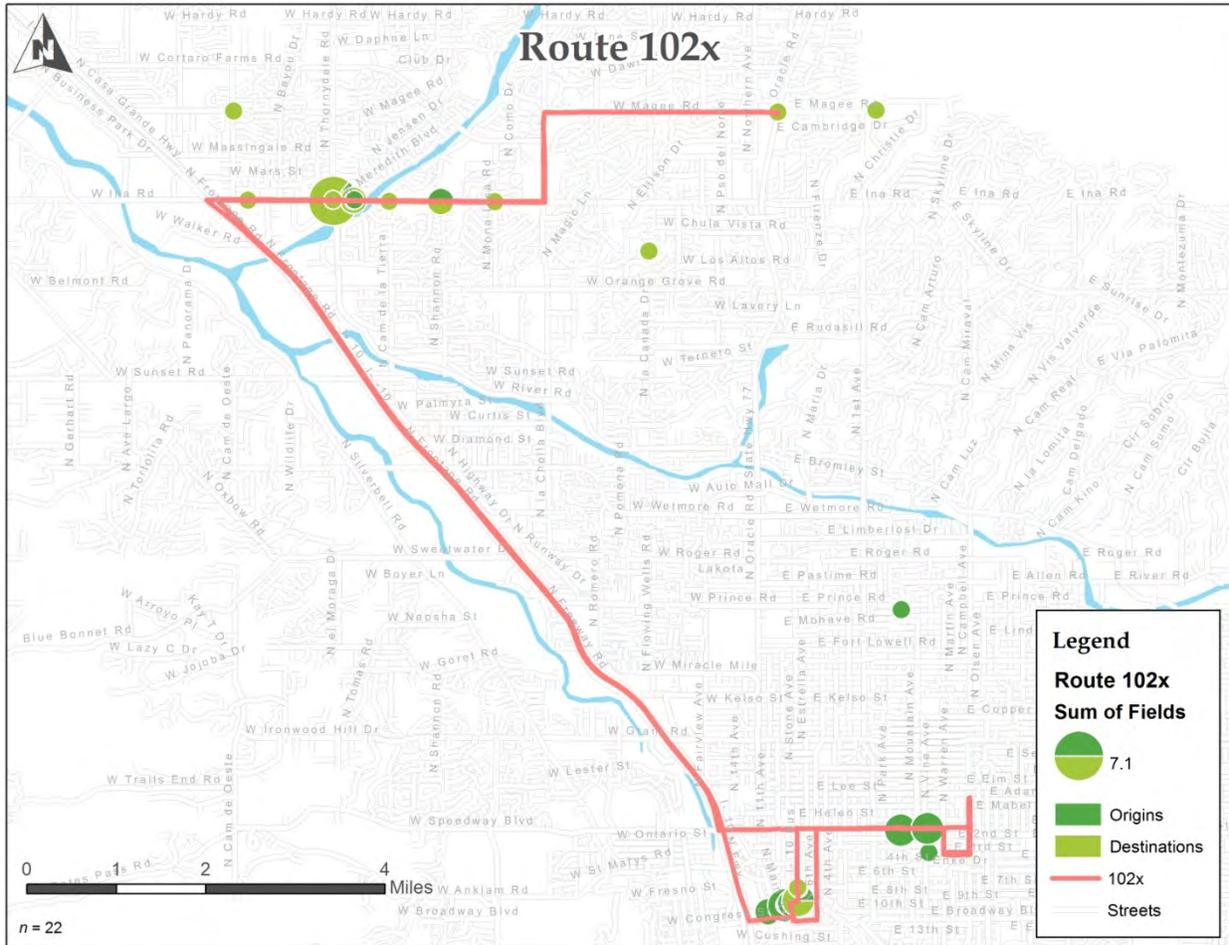


Exhibit G.33 Sun Tran Express – Route 103X

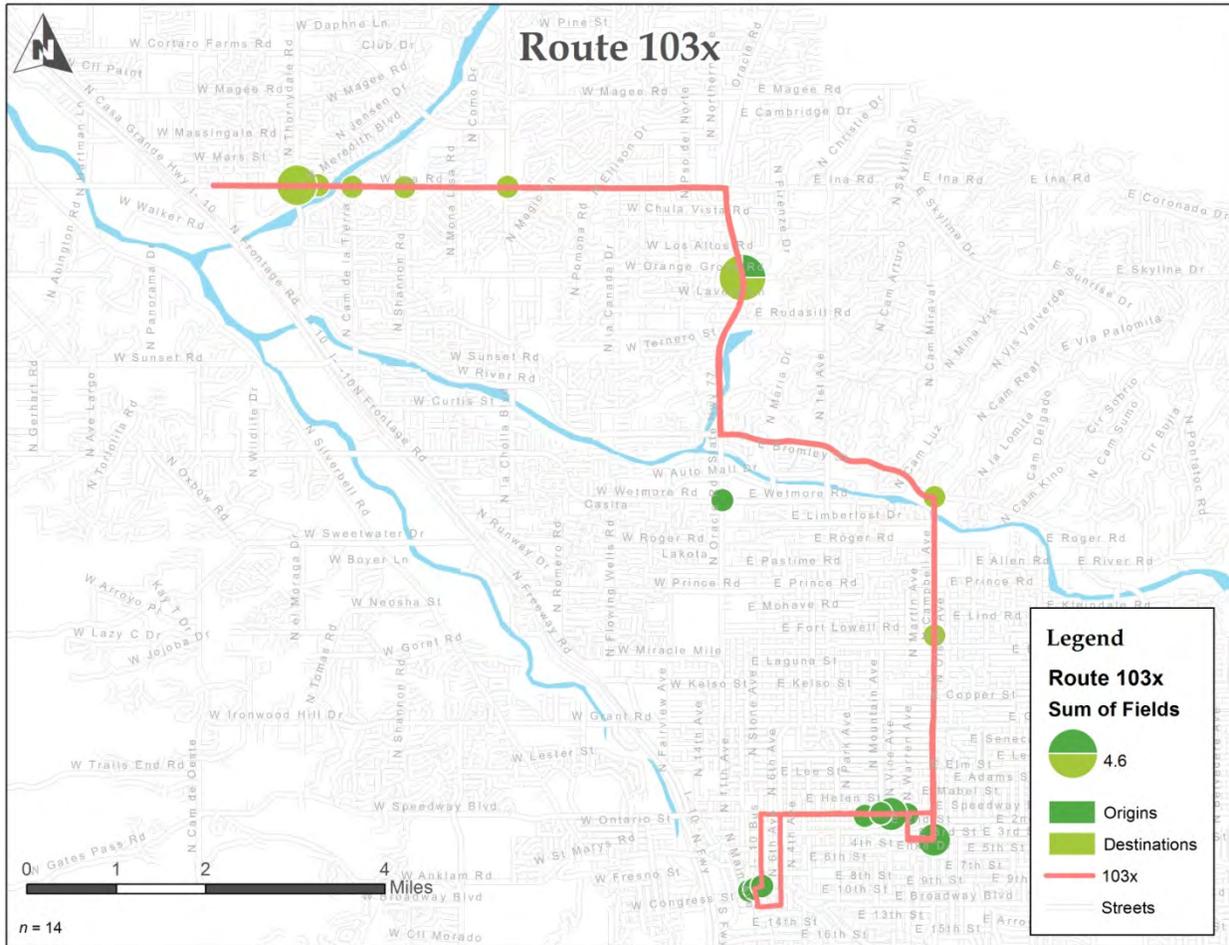


Exhibit G.34 Sun Tran Express – Route 104X

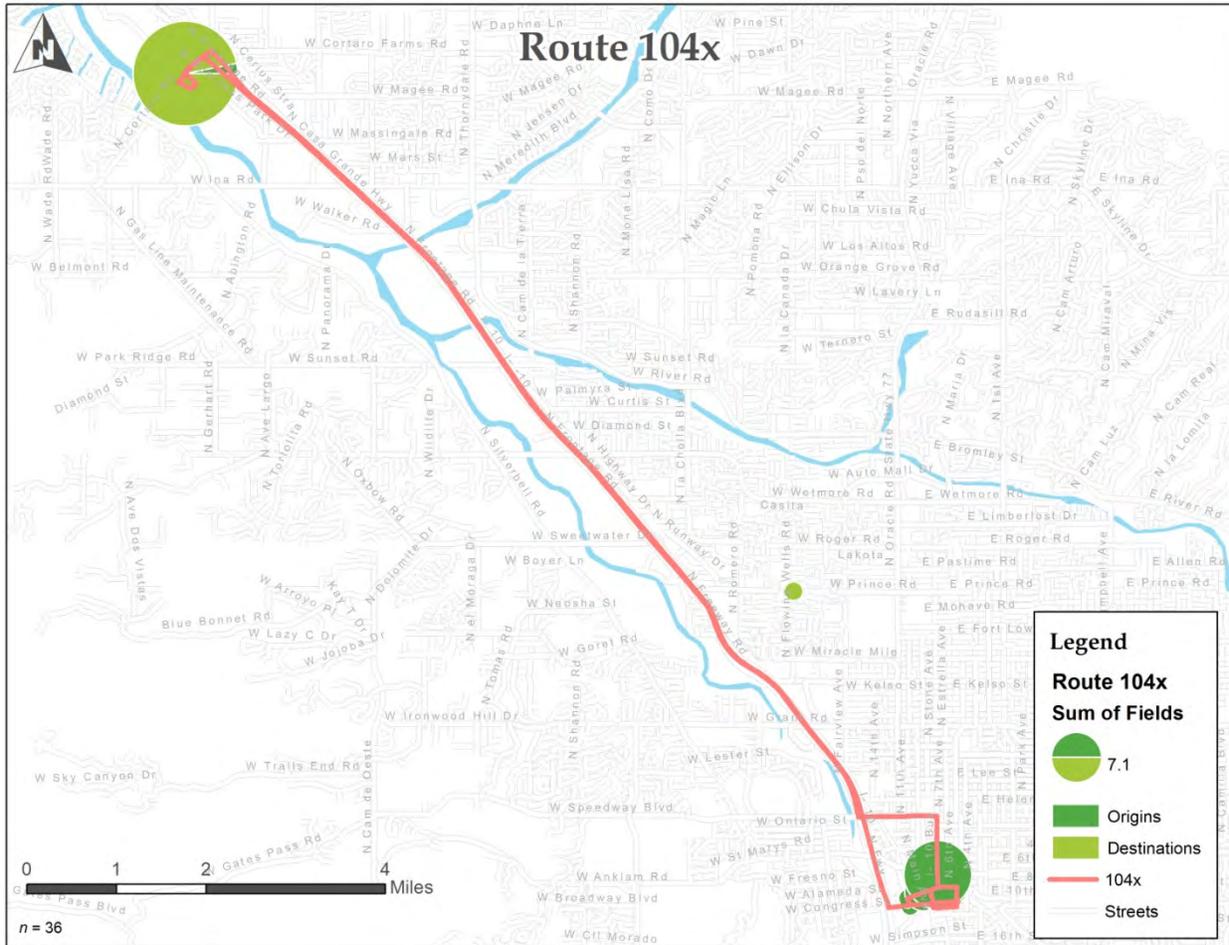
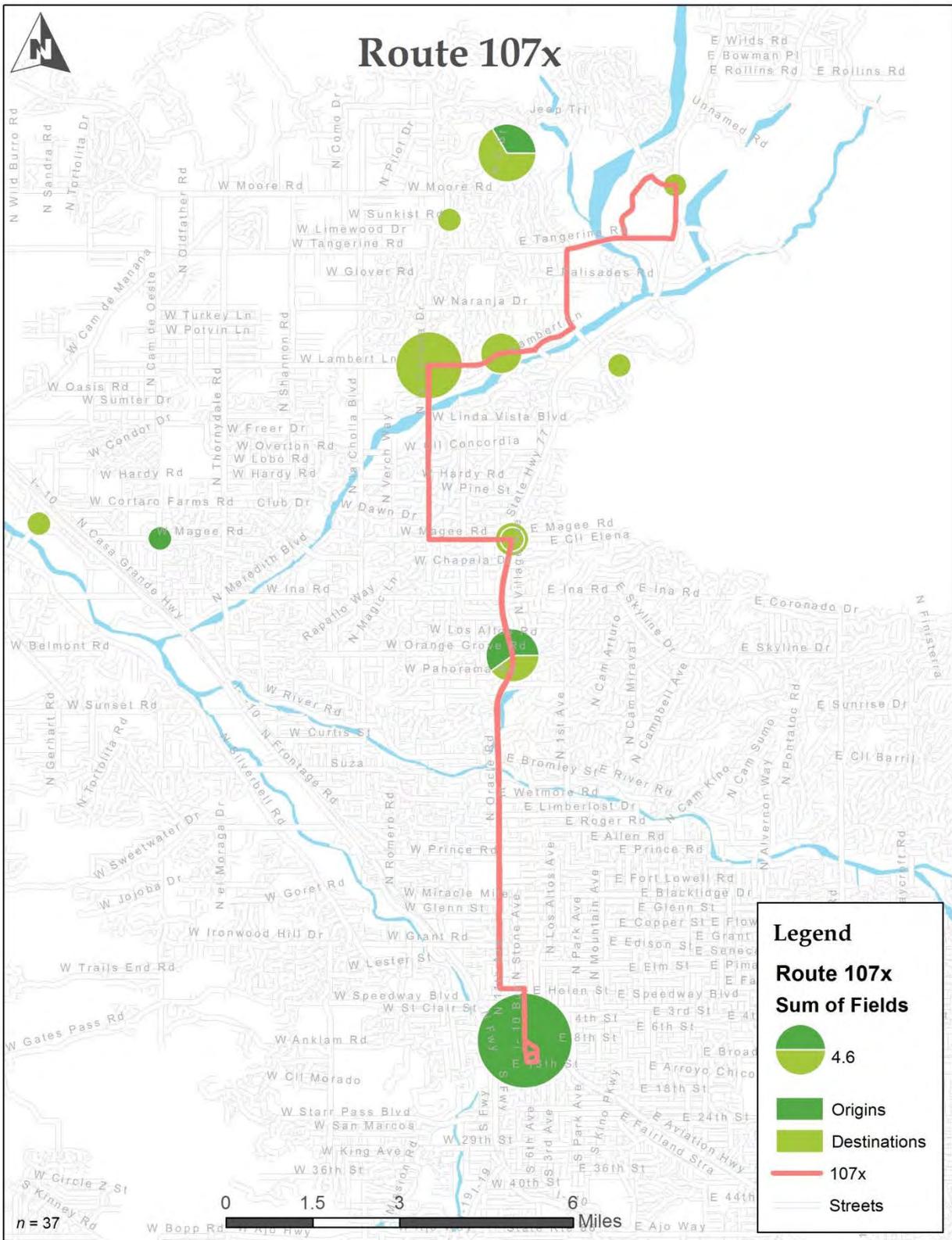


Exhibit G.36 Sun Tran Express – Route 107X



G-38



Exhibit G.37 Sun Tran Express – Route 108X

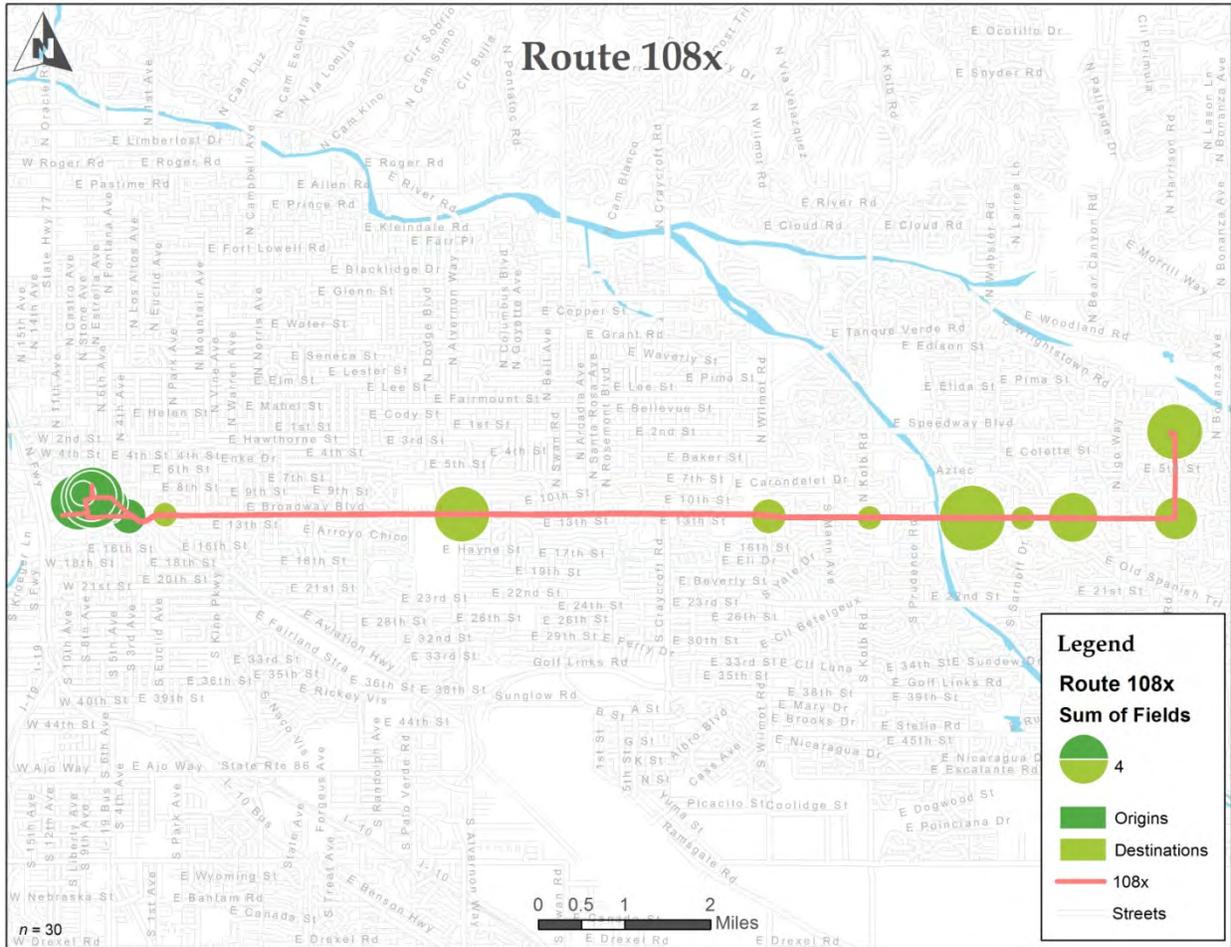


Exhibit G.38 Sun Tran Express – Route 109X

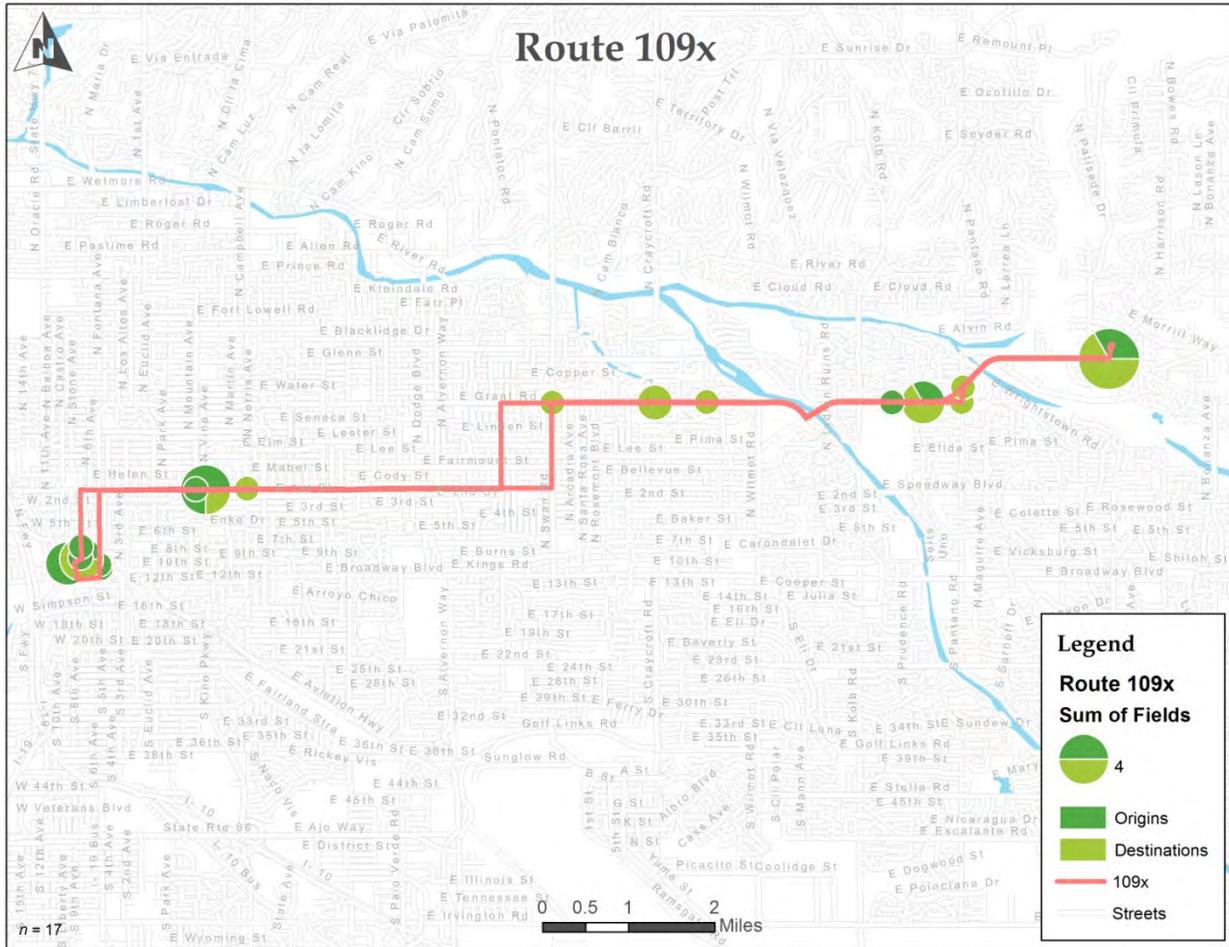
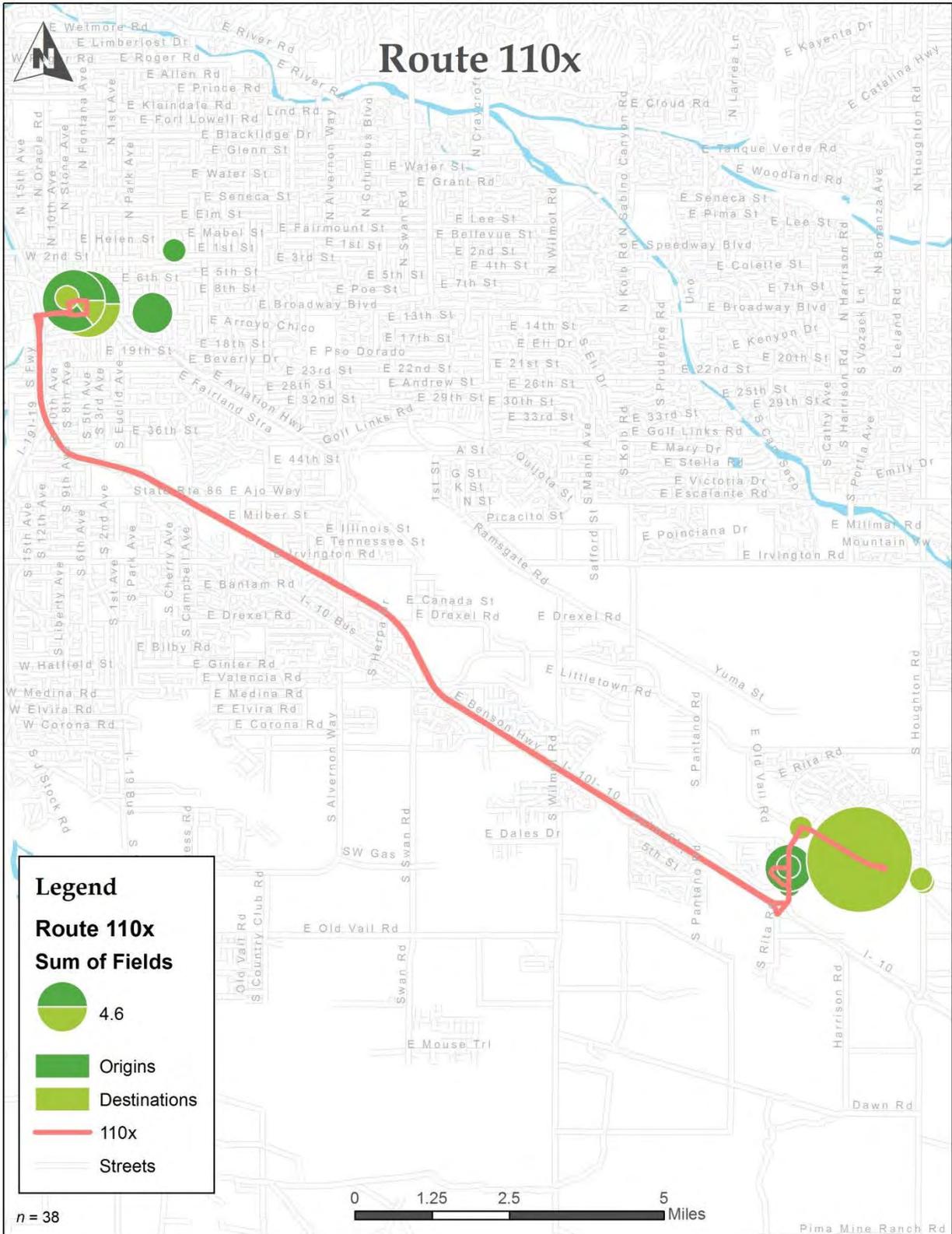


Exhibit G.39 Sun Tran Express – Route 110x



G-41



Exhibit G.40 Sun Tran Express – Route 201X

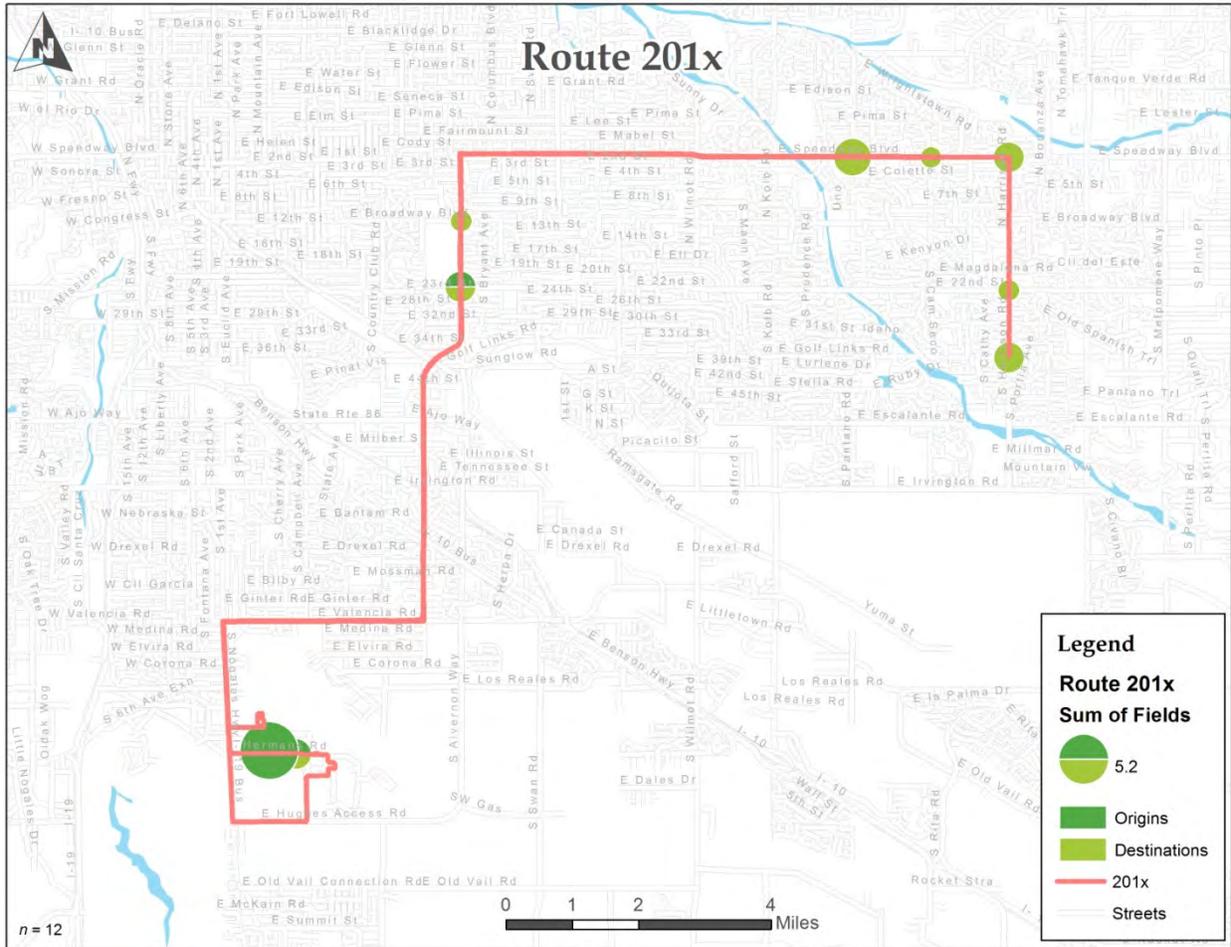


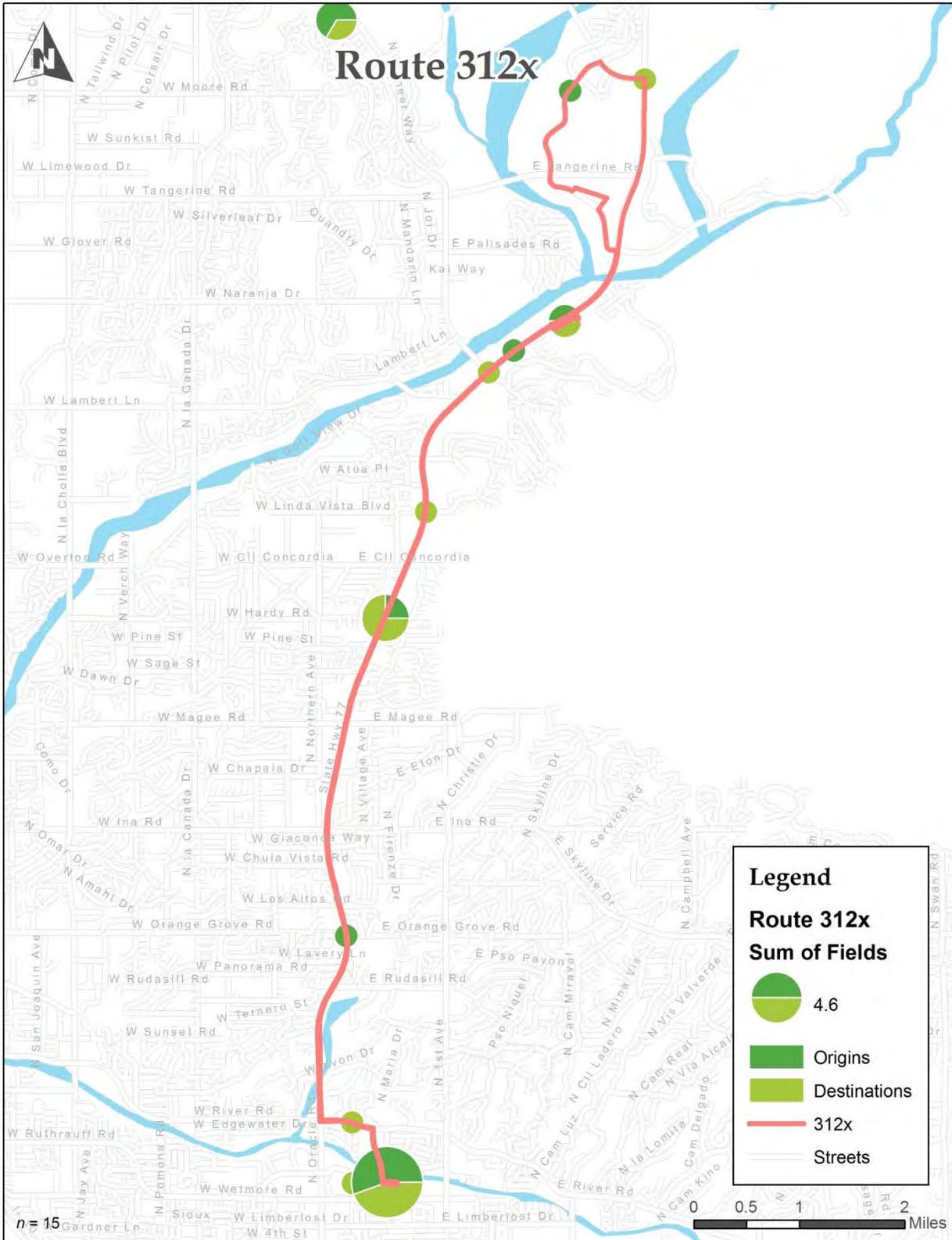
Exhibit G.41 Sun Tran Express – Route 202X



Exhibit G.42 Sun Tran Express – Route 203x



Exhibit G.43 Sun Tran Express – Route 312X



G-45



Exhibit G.44 Downtown Loop



Exhibit G.45 Sun Shuttle – System-wide

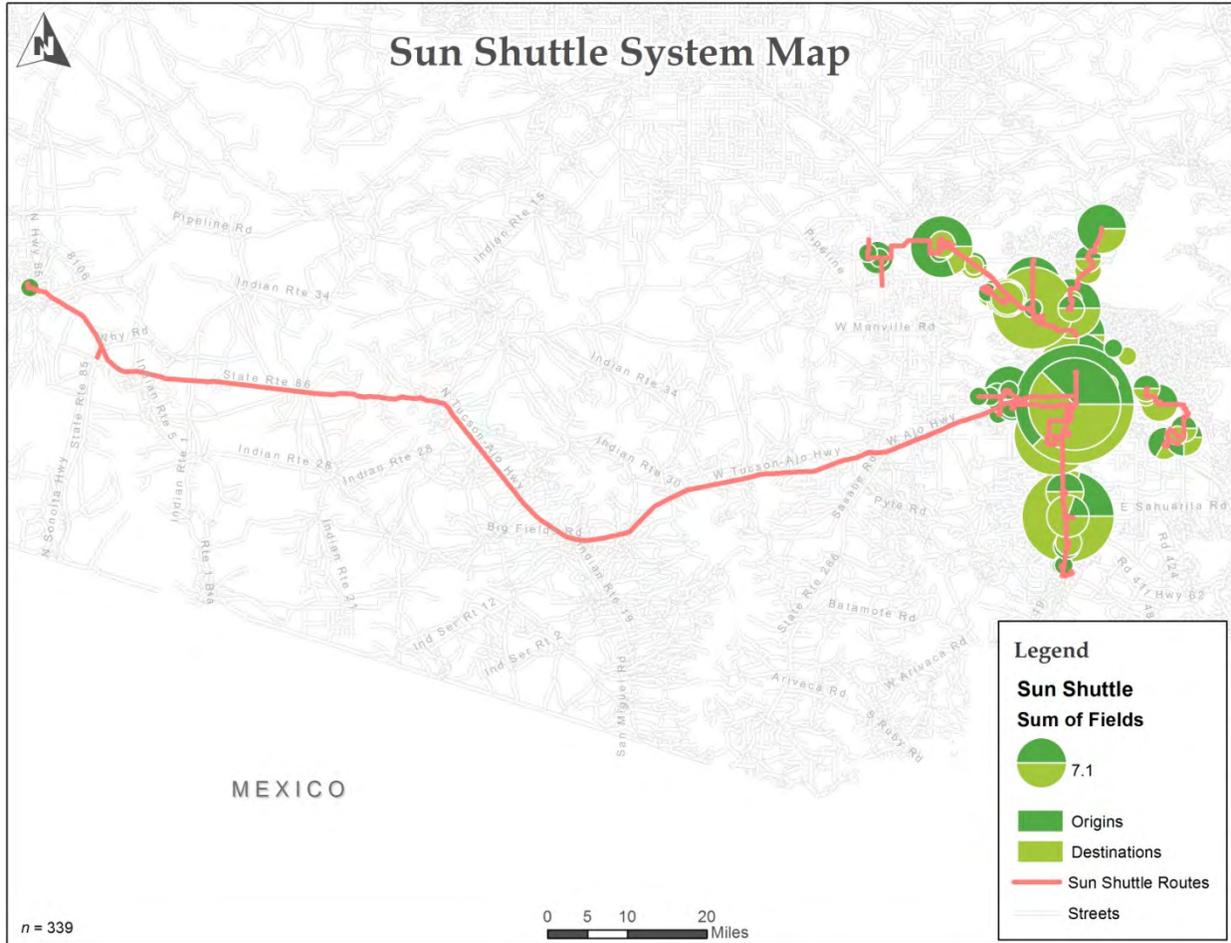
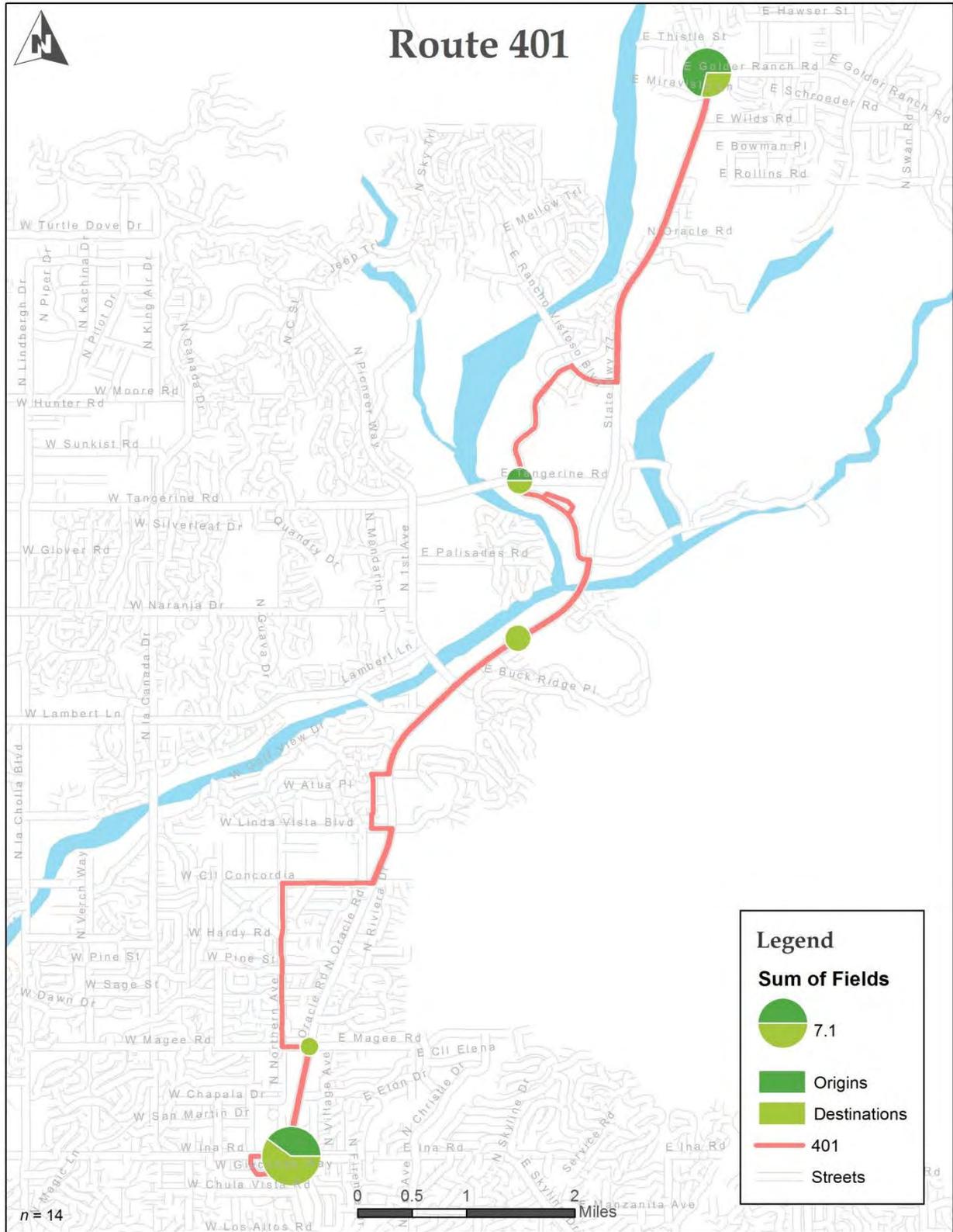


Exhibit G.46 Sun Shuttle – Route 401



G-48



Exhibit G.48 Sun Shuttle – Route 411



G-50



Exhibit G.49 Sun Shuttle – Route 412



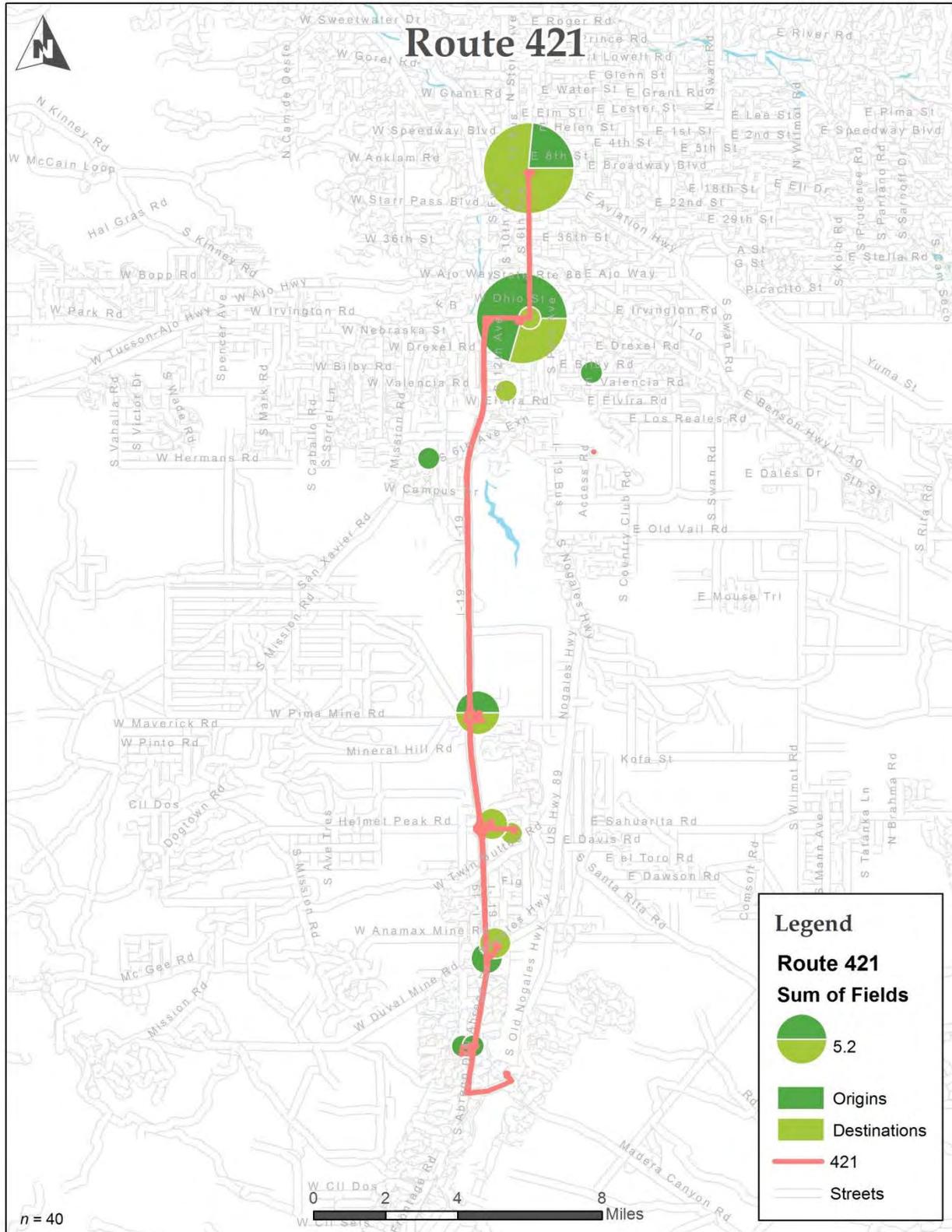
G-51



Exhibit G.50 Sun Shuttle – Route 413



Exhibit G.51 Sun Shuttle – Route 421



G-53



Exhibit G.52 Sun Shuttle – Route 430

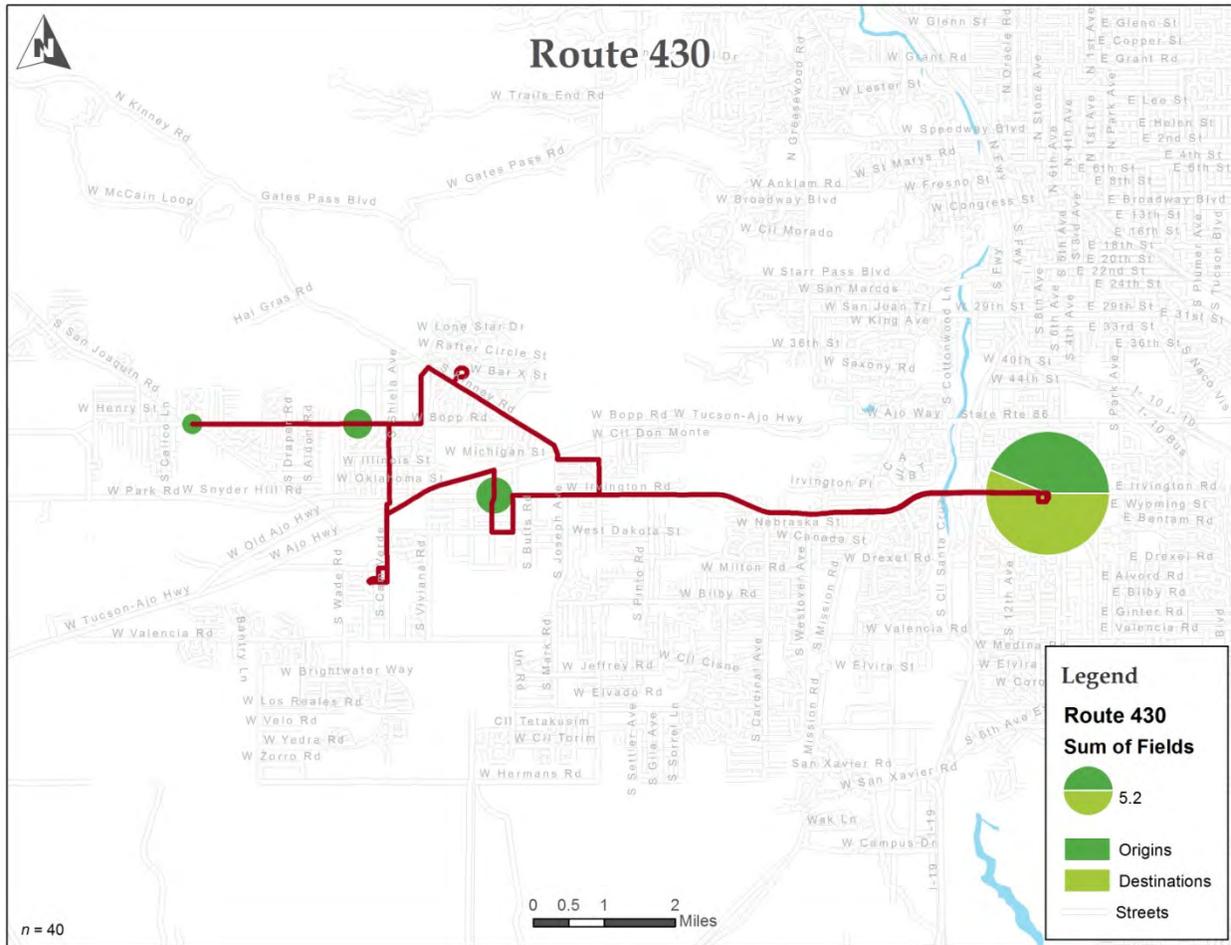


Exhibit G.53 Sun Shuttle – Route 440

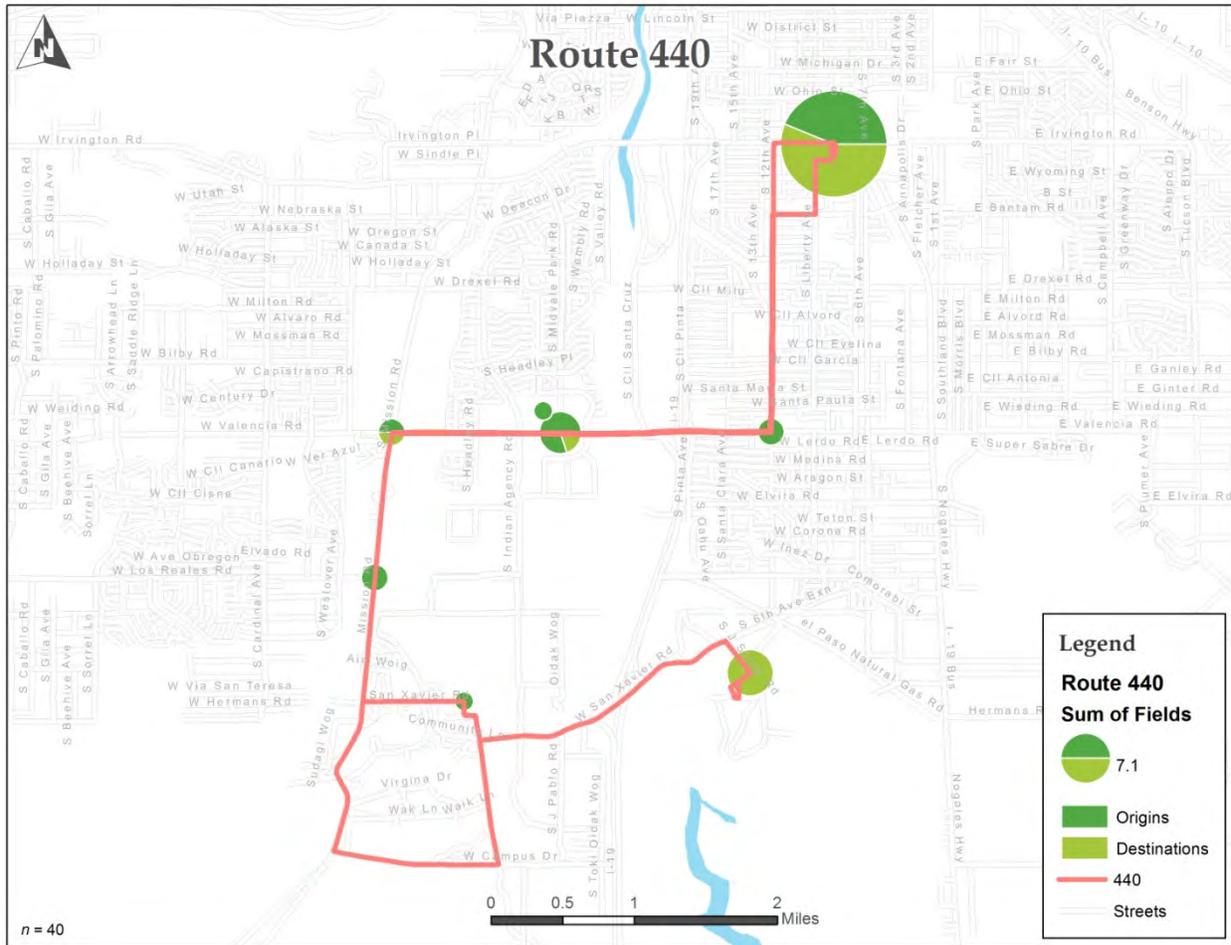


Exhibit G.55 Sun Shuttle – Route 486

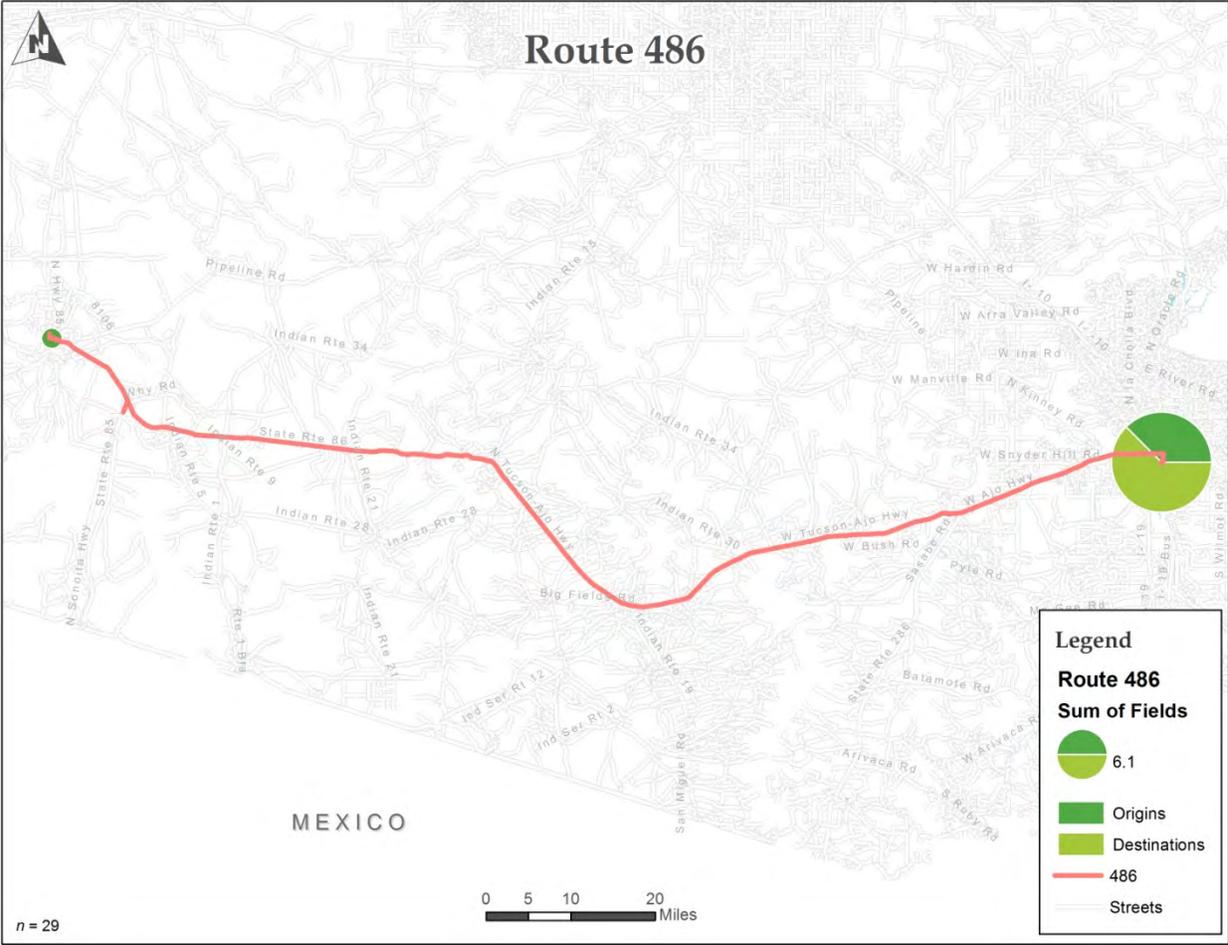
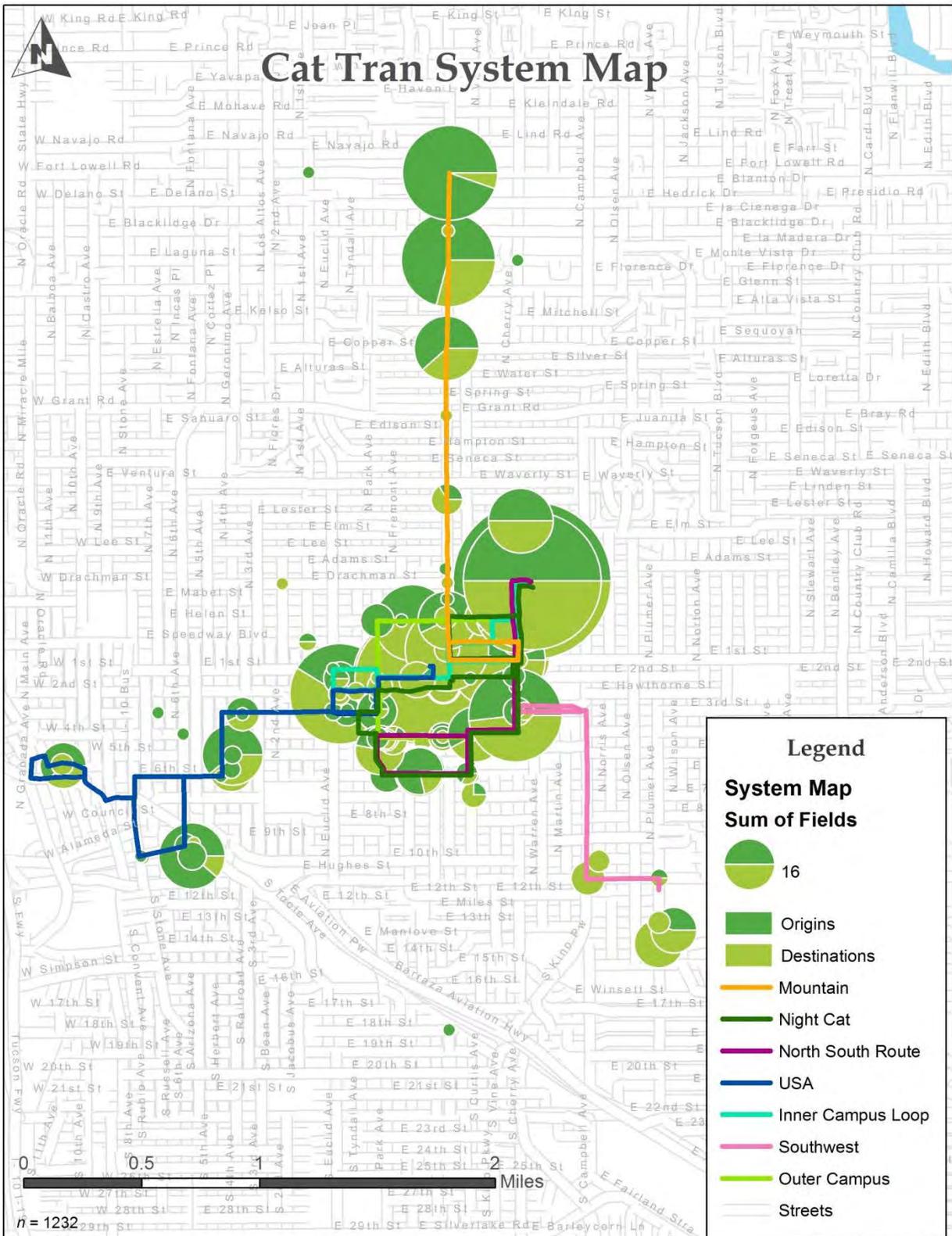


Exhibit G.56 Cat Tran – System-wide



G-58



Exhibit G.57 Cat Tran – Inner Campus Route (Teal Route)

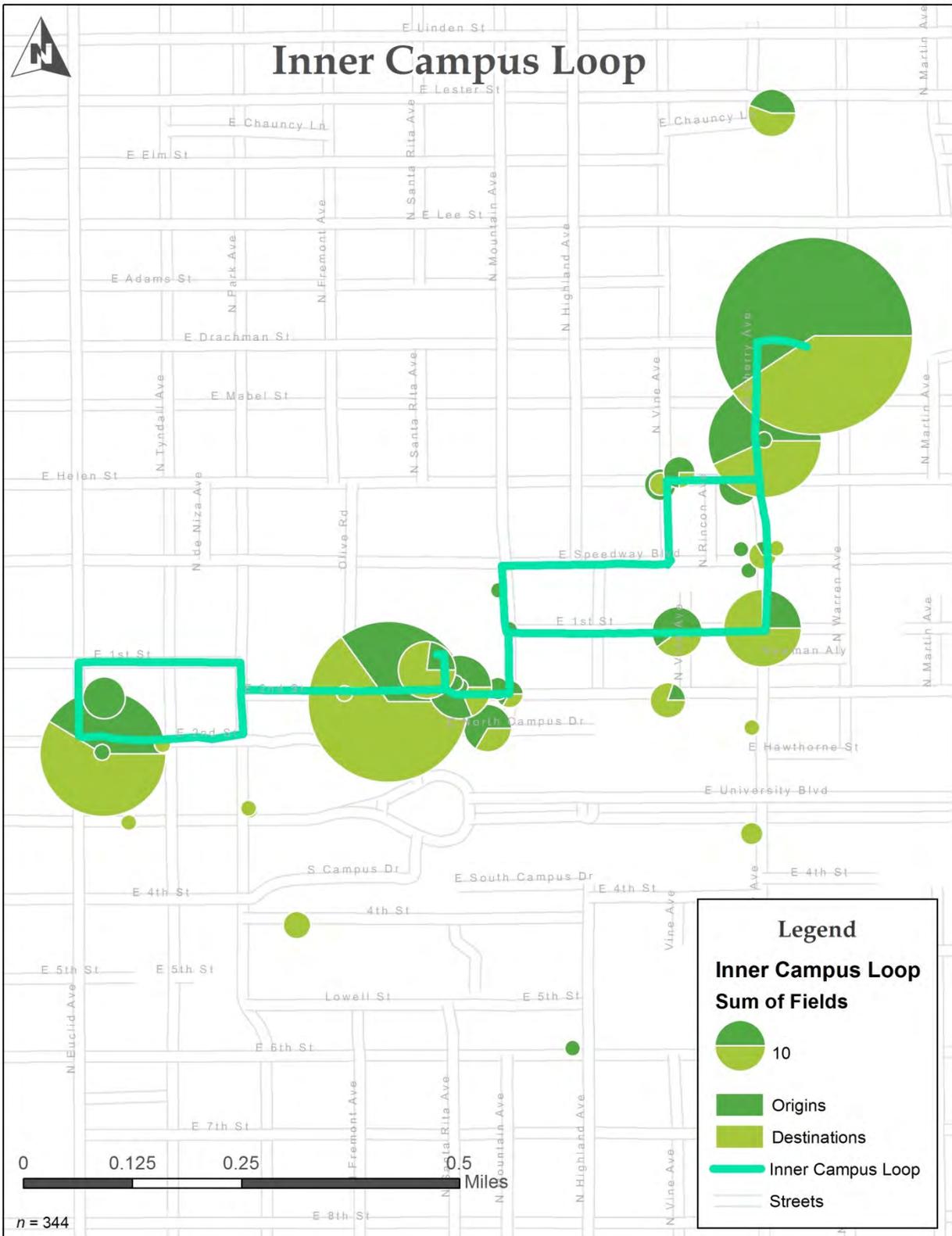


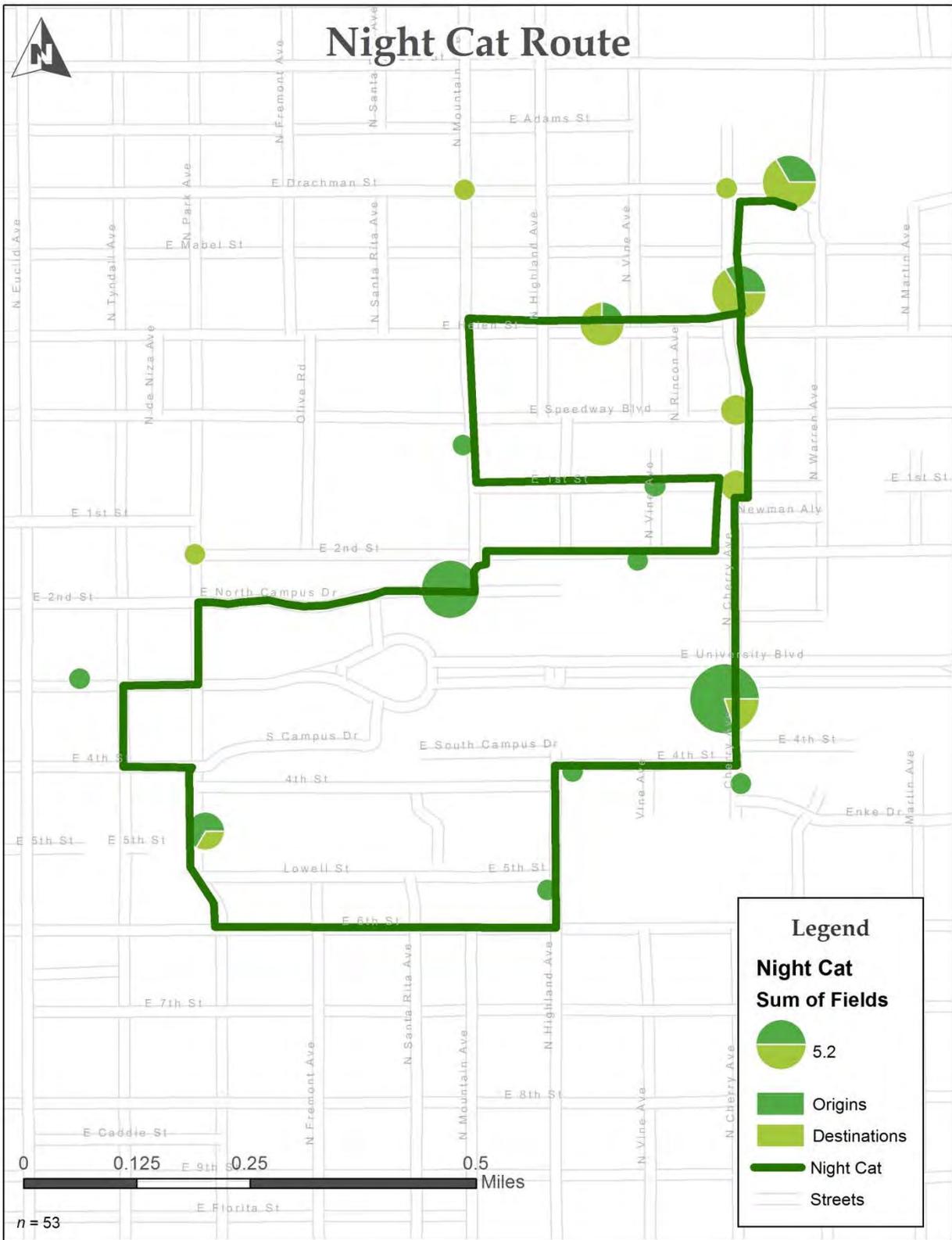
Exhibit G.58 Cat Tran – Mountain Route (Orange Route)



G-60



Exhibit G.59 Cat Tran – Night Cat Route



G-61



Exhibit G.60 Cat Tran – North-South Route (Purple Route)

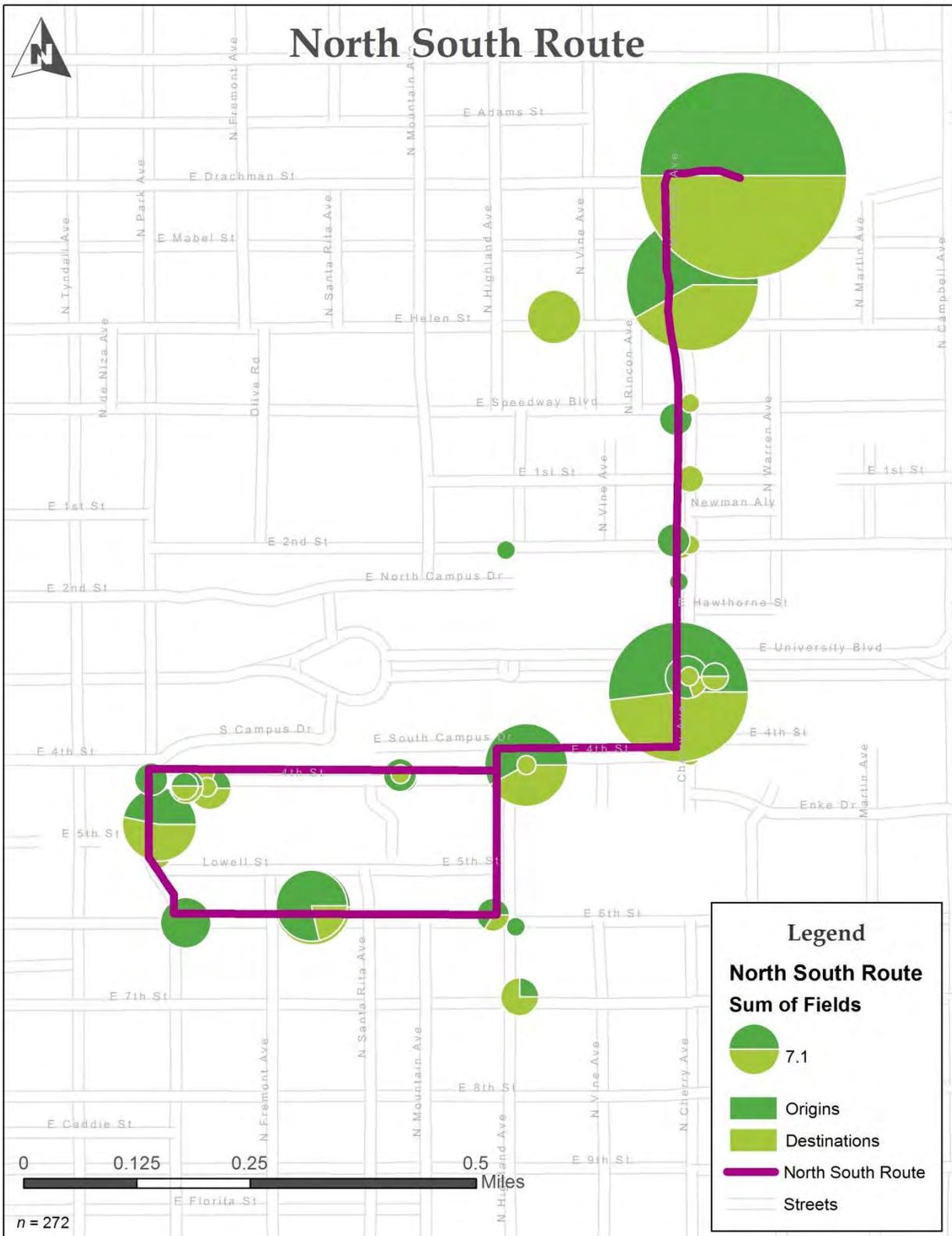


Exhibit G.61 Cat Tran – Outer Campus Route (Green Route)

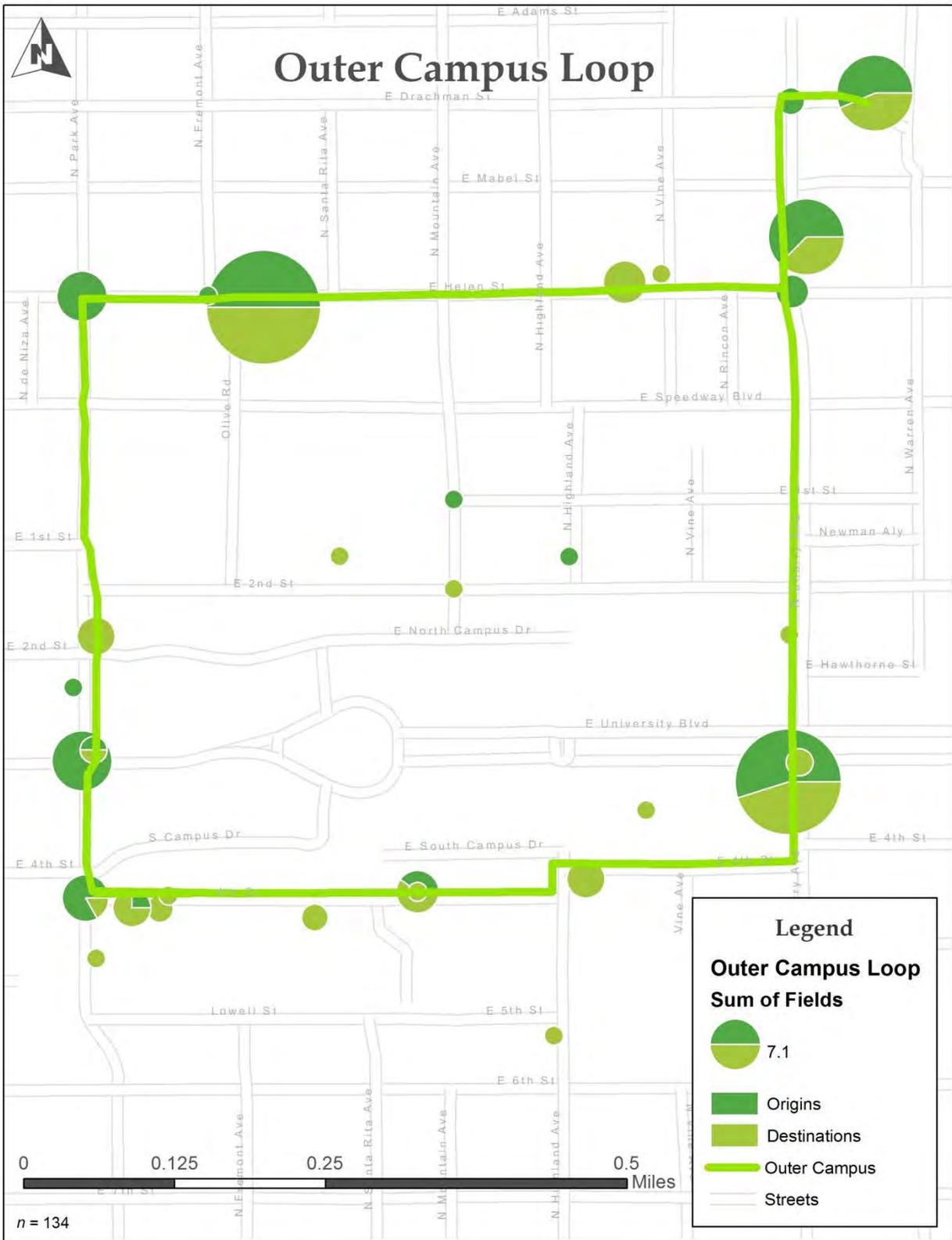


Exhibit G.62 Cat Tran – Southwest Route (Pink Route)



G-64



This Page Intentionally Left Blank.



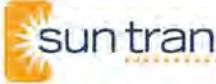
Appendix H
Survey Instruments



This Page Intentionally Left Blank.



Exhibit H.1 Sun Tran Survey Instruments



Sun Tran 2013 Transit Rider Survey
 (Español al revés)

Section 1: Tell us about THIS trip

1. What route are you telling us about today?

 Date: _____
 Time: _____ AM / PM

2. Where did you board the bus for this trip?
 Cross-streets: _____
 and _____
 Landmark: _____

3. Where will you get off the bus for this trip?
 Cross-streets: _____
 and _____
 Landmark: _____

4. Does this trip include a transfer to/from another Sun Tran service?
 Yes No

5. How did you get to the bus stop for this trip?
 Walked more than 4 blocks Drove self
 Walked 4 blocks or less Rode bike
 Transfer from another bus Dropped off
 Other _____

6. How will you travel to your destination once you get off this bus?
 Walk more than 4 blocks Drive self
 Walk 4 blocks or less Ride bike
 Transfer to another bus Get picked up
 Other _____

7. What is the primary purpose for this trip?
 Work Shopping Visiting friends
 School Healthcare Personal business
 Other—specify: _____

8. Why did you choose to ride Sun Tran for this trip?
 Cost Proximity to my destination
 Lack of car Avoid traffic/parking
 Other—specify: _____

Section 3: Tell us about you

14. How often do you ride Sun Tran?
 Less than once a week 1-2 times a week
 3-4 times a week 5 or more times a week

15. How long have you been a Sun Tran rider?
 Less than 1 year 1-2 years
 3-4 years 5 years or more

16. How would you have made this trip if Sun Tran was not available?
 Drive own vehicle Ride bicycle
 Friend/family member Walk
 Wouldn't make trip Taxi
 Other—specify: _____

17. How do you typically pay for your Sun Tran ride?
 Cash fare (single ride) SunGo Card
 SunGo ID SunGo 1 Day Ticket
 SunGo 30 day Ticket Transfer

18. Which fare category applies to you?
 Regular fare SunGO ID & Card (Economy fare)

19. What is your approximate annual household income?
 Less than \$20,000 \$20,001 to \$35,000
 \$35,001 to \$50,000 \$50,001 to \$75,000
 \$75,001 to \$100,000 More than \$100,000
 Decline to respond

20. Are you (select all that apply):
 Hispanic/Latino Black White
 Asian/Pacific Islander American Indian Other _____

21. Please indicate which languages are spoken in your home (select all that apply)
 English Spanish
 Other—specify: _____
 Decline to respond

22. What is your gender?
 Male Female Decline to respond

23. What is your age?
 16 to 18 19 to 24 25 to 44
 45 to 64 65 or older Decline to respond

24. What is your most common source of information about Sun Tran services?
 Home Work School
 No Access Library Cell phone/mobile device
 Other: _____

25. What is your home zip code? _____

26. Are you employed?
 Full-time Part-time Retired Unemployed

27. Are you a student?
 Full-time Part-time Not a student

Would you be interested in participating in a short follow phone survey?
 Yes No

Name: _____
 Phone number: _____
 Best time of day to call: _____ AM / PM

Section 2: Tell us about our service

9. On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran service attributes:

a. Service frequency: _____ 1 2 3 4

b. Time it takes to reach destination: _____ 1 2 3 4

c. Operating hours: _____ 1 2 3 4

d. Comfort onboard bus: _____ 1 2 3 4

e. Safety onboard bus: _____ 1 2 3 4

f. Cost to ride: _____ 1 2 3 4

g. Safety at bus stop: _____ 1 2 3 4

h. Reliability of service: _____ 1 2 3 4

i. Availability of Sun Tran service info: _____ 1 2 3 4

j. Overall satisfaction: _____ 1 2 3 4

10. On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran? 1 2 3

11. Select the service enhancement that is of most importance to you. (select only one)
 More frequent service Shorter travel time
 Earlier operating hours Later departing hours
 Different destinations: _____
 More weekend service
 Other (specify) _____

12. How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?
 No change Less than 1 1-2 rides
 3-4 rides 5 or more rides

13. What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit?
 Ride more often No impact Ride less often

VERSION A

9/2013



Sun Tran 2013 Encuesta del Cliente
(English on reverse)

Sección 1: Cuéntenos sobre su viaje de hoy.

1. ¿De qué ruta nos está contando?
 i. _____
 Fecha: _____
 Hora: _____ AM / PM
2. ¿En dónde se subió al autobús hoy (parada de autobús)?
 Cruce de calles: _____
 Y: _____
 Ubicación: _____
3. ¿En dónde se bajará del autobús hoy (parada de autobús)?
 Cruce de calles: _____
 Y: _____
 Ubicación: _____
4. ¿Este viaje suyo incluye alguna transferencia hacia/desde otro servicio de Sun Tran? Sí No
5. ¿Cómo llegó a la parada del autobús para este viaje?
 Caminé más de 4 cuadras Conduje mi auto
 Caminé 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me trajeron a la parada
 Otro
6. ¿Cómo va a viajar a su destino después de bajarse del autobús?
 Caminaré más de 4 cuadras En mi auto
 Caminaré 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me recogerán
 Otro
7. ¿Cuál es el propósito de su viaje de hoy?
 Trabajo Ir de compras Visitar amigos
 Escuela Cuidado médico Asunto personal
 Otro – especifique: _____
8. ¿Por qué escogió Sun Tran para este viaje?
 Costo Proximidad a mi destino
 No tengo auto Evitar tráfico/estacionamiento
 Otro – especifique: _____

Sección 2: Cuéntenos sobre nuestro servicio.

9. En una escala de 1 a 4 (donde 1 = pobre y 4 = excelente), clasifique los siguientes atributos del servicio:
 - a. Frecuencia del servicio: 1 2 3 4
 - b. Tiempo que tarda en viajar: 1 2 3 4
 - c. Horas de operación: 1 2 3 4
 - d. Comodidad a bordo del vehículo: 1 2 3 4
 - e. Seguridad a bordo de vehículo: 1 2 3 4
 - f. Tarifa o costo: 1 2 3 4
 - g. Seguridad en las paradas: 1 2 3 4
 - h. Fiabilidad del servicio: 1 2 3 4
 - i. Disponibilidad de información Sun Tran: 1 2 3 4
 - j. Satisfacción general: 1 2 3 4
10. En una escala de 1 a 3 (donde 1=no es importante, 2=neutral, y 3=muy importante), que tan importante es el costo (el precio que paga) en decidir viajar en el servicio Sun Tran?
 1 2 3
11. Seleccione la mejora de mayor importancia para usted. (Solo escoja una)
 Servicio más frecuente Menos duración de viaje
 Horas de operación/servicio más temprano
 Horas de operación/servicio más tarde
 Destinos diferentes – especifique: _____
 Mas servicio en fin de semana
 Otro – especifique: _____
12. ¿Cuántos viajes adicionales haría usted cada semana si la mejora que ha seleccionado en la Pregunta 11 se llevaría a cabo?
 No cambiaría Menos de 1 1-2 viajes
 3-4 viajes 5 o más viajes

13. ¿Qué impacto, si alguno, tuvo la introducción de la tarjeta Sun Go smartcard sobre su uso del tránsito público?
 Viajo más frecuente No impacto Viajo menos frecuente

Sección 3: Cuéntenos acerca de usted.

14. ¿Con qué frecuencia viaja en Sun Tran?
 Menos de una vez a la semana 1-2 veces a la semana
 3-4 veces a la semana 5 o más veces a la semana
 15. ¿Cuánto tiempo ha sido cliente de Sun Tran?
 Menos de 1 año 1-2 años
 3-4 años 5 años o más
 16. ¿Cómo viajaría si Sun Tran no fuera disponible?
 Condujera mi auto Usaría bicicleta
 Viajaría con amigo/familiar Caminaría
 No haría el viaje Taxi
 Otro – especifique: _____
 17. ¿Cómo suele pagar por su viaje en Sun Tran?
 En efectivo (un solo viaje) Tarjeta de SunGo
 ID de SunGo Boleto SunGo de 1 día
 Boleto SunGo de 30 días Transferencia
 18. ¿Qué categoría de la estructura de tarifas le aplica a usted?
 Tarifa regular
 ID de SunGo & Tarjeta de SunGo (Tarifa de descuento)
 19. ¿Aproximadamente cuáles son los ingresos anuales de su familia?
 Menos de \$20,000 \$20,001 a \$35,000
 \$35,001 a \$50,000 \$50,001 a \$75,000
 \$75,001 a \$100,000 Más de \$100,000
 Prefiero no decir
 20. Es usted (escoja todos los que apliquen):
 Latino Negro Blanco
 Asiático/Islandico Pacifico Indio Americano
 Otro
 21. Por favor, indique qué idiomas se hablan en su hogar (seleccione todos los que apliquen)
 Inglés Español
 Otro – especifique: _____
 Prefiero no decir
 22. ¿Cuál es su género?
 Hombre Mujer Prefiero no decir
 23. ¿Cuál es su edad?
 16 a 18 19 a 24 25 a 44
 45 a 64 65 o mayor Prefiero no decir
 24. ¿Dónde suele obtener información acerca de los servicios Sun Tran?
 En casa En el trabajo En la escuela
 No tengo acceso Biblioteca Celular/Aparato móvil
 Otro: _____
 25. ¿Cuál es su código postal?

 26. ¿Tiene empleo actualmente?
 Tiempo completo Tiempo parcial
 Jubilado Desempleado
 27. ¿Es estudiante?
 Tiempo completo Tiempo parcial
 No soy estudiante
- ¿Estaría interesado en participar en una breve encuesta telefónica?
 Sí No
- Nombre: _____
- Número de Teléfono: _____
- La mejor hora del día para llamar: _____ AM / PM



Sun Tran 2013 Transit Rider Survey
 (Español al revés)

Section 1: Tell us about THIS trip

- What route are you telling us about today?
 : _____
 Date: _____
 Time: _____ AM / PM
- Where did you board the bus for this trip?
 Cross-streets: _____
 and _____
 Landmark: _____
- Where will you get off the bus for this trip?
 Cross-streets: _____
 and _____
 Landmark: _____
- Does this trip include a transfer to/from another Sun Tran service?
 Yes No
- How did you get to the bus stop for this trip?
 Walked more than 4 blocks Drove self
 Walked 4 blocks or less Rode bike
 Transfer from another bus Dropped off
 Other
- How will you travel to your destination once you get off this bus?
 Walk more than 4 blocks Drive self
 Walk 4 blocks or less Ride bike
 Transfer to another bus Get picked up
 Other
- What is the primary purpose for this trip?
 Healthcare Visiting friends Shopping
 School Work Personal business
 Other – specify: _____
- Why did you choose to ride Sun Tran for this trip?
 Proximity to my destination Cost
 Other – specify: _____
 Lack of car Avoid traffic/parking

Section 2: Tell us about our service

- On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran service attributes:
 a. Cost to ride _____ 1 2 3 4
 b. Availability of Sun Tran service info _____ 1 2 3 4
 c. Operating hours _____ 1 2 3 4
 d. Comfort onboard bus _____ 1 2 3 4
 e. Safety onboard bus _____ 1 2 3 4
 f. Service frequency _____ 1 2 3 4
 g. Overall satisfaction _____ 1 2 3 4
 h. Reliability of service _____ 1 2 3 4
 i. Time it takes to reach destination _____ 1 2 3 4
 j. Safety at bus stop _____ 1 2 3 4
- On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran? 1 2 3
- Select the service enhancement that is of most importance to you. (select only one)
 Other (specify) _____
 Later departing hours
 Shorter travel time More weekend service
 More frequent service
 Different destinations
 Earlier operating hours
- How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?
 No change Less than 1 1-2 rides
 3-4 rides 5 or more rides
- What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit?
 Ride more often No impact Ride less often

Section 3: Tell us about you

- How often do you ride Sun Tran?
 Less than once a week 1-2 times a week
 3-4 times a week 5 or more times a week
- How long have you been a Sun Tran rider?
 Less than 1 year 1-2 years
 3-4 years 5 years or more
- How would you have made this trip if Sun Tran was not available?
 Drive own vehicle Ride bicycle
 Friend/family member Walk
 Wouldn't make trip Taxi
 Other – specify: _____
- How do you typically pay for your Sun Tran ride?
 Cash fare (single ride) SunGo Card
 SunGo ID SunGo 1 Day Ticket
 SunGo 30 day Ticket Transfer
- Which fare category applies to you?
 Regular fare SunGO ID & Card (Economy fare)
- What is your approximate annual household income?
 Less than \$20,000 \$20,001 to \$35,000
 \$35,001 to \$50,000 \$50,001 to \$75,000
 \$75,001 to \$100,000 More than \$100,000
 Decline to respond
- Are you (select all that apply):
 Hispanic/Latino Black White
 Asian/Pacific Islander American Indian Other
- Please indicate which languages are spoken in your home (select all that apply)
 English Spanish
 Other – specify: _____
 Decline to respond
- What is your gender?
 Male Female Decline to respond
- What is your age?
 16 to 18 19 to 24 25 to 44
 45 to 64 65 or older Decline to respond
- What is your most common source of information about Sun Tran services?
 Home Work School
 No Access Library Cell phone/mobile device
 Other: _____
- What is your home zip code? _____
- Are you employed?
 Full-time Part-time Retired Unemployed
- Are you a student?
 Full-time Part-time Not a student

Would you be interested in participating in a short follow phone survey?
 Yes No

Name: _____

Phone number: _____

Best time of day to call: _____ AM / PM



Sun Tran 2013 Encuesta del Cliente
(English on reverse)

Sección 1: Cuéntenos sobre su viaje de hoy.

- ¿De qué ruta nos está contando?
1. _____
Fecha: _____
Hora: _____ AM / PM
- ¿En dónde se subió al autobús hoy (parada de autobús)?
Cruce de calles: 1. _____
Y 2. _____
Ubicación: 3. _____
- ¿En dónde se bajará del autobús hoy (parada de autobús)?
Cruce de calles: 1. _____
Y 2. _____
Ubicación: 3. _____
- ¿Este viaje suyo incluye alguna transferencia hacia/desde otro servicio de Sun Tran? Sí No
- ¿Cómo llegó a la parada del autobús para este viaje?
 Caminé más de 4 cuadras Conduje mi auto
 Caminé 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me trajeron a la parada
 Otro
- ¿Cómo va a viajar a su destino después de bajarse del autobús?
 Caminaré más de 4 cuadras En mi auto
 Caminaré 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me recogerán
 Otro
- ¿Cuál es el propósito de su viaje de hoy?
 Cuidado médico Visitar amigos Ir de compras
 Escuela Trabajo Asunto personal
 Otro – especifique: _____
- ¿Por qué escogió Sun Tran para este viaje?
 Proximidad a mi destino Costo
 Otro – especifique: _____
 No tengo auto Evitar tráfico/estacionamiento

Sección 2: Cuéntenos sobre nuestro servicio.

- En una escala de 1 a 4 (donde 1 = pobre y 4 = excelente), clasifique los siguientes atributos del servicio:
a. Tarifa o costo 1 2 3 4
b. Disponibilidad de información Sun Tran 1 2 3 4
c. Horas de operación 1 2 3 4
d. Comodidad a bordo del vehículo 1 2 3 4
e. Seguridad a bordo de vehículo 1 2 3 4
f. Frecuencia del servicio 1 2 3 4
g. Satisfacción general 1 2 3 4
h. Fiabilidad del servicio 1 2 3 4
i. Tiempo que tarda en viajar 1 2 3 4
j. Seguridad en las paradas 1 2 3 4
- En una escala de 1 a 3 (donde 1=no es importante, 2=neutral, y 3=muy importante), que tan importante es el costo (el precio que paga) en decidir viajar en el servicio Sun Tran?
 1 2 3
- Seleccione la mejora de mayor importancia para usted. (Solo escoja una)
 Otro – especifique: _____
 Horas de operación/servicio más tarde Mas servicio en fin de semana
 Menos duración de viaje Servicio más frecuente
 Destinos diferentes – especifique: _____
 Horas de operación/servicio más temprano
- ¿Cuántos viajes adicionales haría usted cada semana si la mejora que ha seleccionado en la Pregunta 11 se llevaría a cabo?
 No cambiaría Menos de 1 1-2 Viajes
 3-4 viajes 5 o más viajes

- ¿Qué impacto, si alguno, tuvo la introducción de la tarjeta Sun Go smartcard sobre su uso del tránsito público?
 Viajo más frecuente No impacto Viajo menos frecuente

Sección 3: Cuéntenos acerca de usted.

- ¿Con que frecuencia viaja en Sun Tran?
 Menos de una vez a la semana 1-2 veces a la semana
 3-4 veces a la semana 5 o más veces a la semana
- ¿Cuánto tiempo ha sido cliente de Sun Tran?
 Menos de 1 año 1-2 años
 3-4 años 5 años o más
- ¿Cómo viajaría si Sun Tran no fuera disponible?
 Condujera mi auto Usaría bicicleta
 Viajaría con amigo/familiar Caminaría
 No haría el viaje Taxi
 Otro – especifique: _____
- ¿Cómo suele pagar por su viaje en Sun Tran?
 En efectivo (un solo viaje) Tarjeta de SunGo
 ID de SunGo Boleto SunGo de 1 día
 Boleto SunGo de 30 días Transferencia
- ¿Qué categoría de la estructura de tarifas le aplica a usted?
 Tarifa regular
 ID de SunGo & Tarjeta de SunGo (Tarifa de descuento)
- ¿Aproximadamente cuáles son los ingresos anuales de su familia?
 Menos de \$20,000 \$20,001 a \$35,000
 \$35,001 a \$50,000 \$50,001 a \$75,000
 \$75,001 a \$100,000 Más de \$100,000
 Prefiero no decir
- Es usted (escoja todos los que apliquen):
 Latino Negro Blanco
 Asiático/Isiánico Pacífico Indio Americano
 Otro
- Por favor, indique qué idiomas se hablan en su hogar (seleccione todos los que apliquen)
 Inglés Español
 Otro – especifique: _____
 Prefiero no decir
- ¿Cuál es su género?
 Hombre Mujer Prefiero no decir
- ¿Cuál es su edad?
 16 a 18 19 a 24 25 a 44
 45 a 64 65 o mayor Prefiero no decir
- ¿Dónde suele obtener información acerca de los servicios Sun Tran?
 En casa En el trabajo En la escuela
 No tengo acceso Biblioteca Celular/Aparato móvil
 Otro: _____
- ¿Cuál es su código postal?
1. _____
- ¿Tiene empleo actualmente?
 Tiempo completo Tiempo parcial
 Jubilado Desempleado
- ¿Es estudiante?
 Tiempo completo Tiempo parcial
 No soy estudiante

¿Estaría interesado en participar en una breve encuesta telefónica?
 Sí No

Nombre: _____

Número de Teléfono: _____

La mejor hora del día para llamar: _____ AM / PM



Sun Tran 2013 Transit Rider Survey
(Español al revés)

Section 1: Tell us about THIS trip

- What route are you telling us about today?
: _____
Date: _____
Time: _____ AM / PM
- Where did you board the bus for this trip?
Cross-streets: _____
and _____
Landmark: _____
- Where will you get off the bus for this trip?
Cross-streets: _____
and _____
Landmark: _____
- Does this trip include a transfer to/from another Sun Tran service?
 Yes No
- How did you get to the bus stop for this trip?
 Walked more than 4 blocks Drove self
 Walked 4 blocks or less Rode bike
 Transfer from another bus Dropped off
 Other
- How will you travel to your destination once you get off this bus?
 Walk more than 4 blocks Drive self
 Walk 4 blocks or less Ride bike
 Transfer to another bus Get picked up
 Other
- What is the primary purpose for this trip?
 Work Shopping Visiting friends
 School Healthcare Personal business
 Other – specify: _____
- Why did you choose to ride Sun Tran for this trip?
 Cost Proximity to my destination
 Lack of car Avoid traffic/parking
 Other – specify: _____

Section 2: Tell us about our service

- On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran service attributes:
 - Service frequency: 1 2 3 4
 - Time it takes to reach destination: 1 2 3 4
 - Operating hours: 1 2 3 4
 - Comfort onboard bus: 1 2 3 4
 - Safety onboard bus: 1 2 3 4
 - Cost to ride: 1 2 3 4
 - Safety at bus stop: 1 2 3 4
 - Reliability of service: 1 2 3 4
 - Availability of Sun Tran service info: 1 2 3 4
 - Overall satisfaction: 1 2 3 4
- On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran? 1 2 3
- Select the service enhancement that is of most importance to you, (select only one)
 - More frequent service Shorter travel time
 - Earlier operating hours Later departing hours
 - Different destinations: _____
 - More weekend service
 - Other (specify) _____
- How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?
 - No change Less than 1 1-2 rides
 - 3-4 rides 5 or more rides
- What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit?
 - Ride more often No impact Ride less often

Section 3: Tell us about you

- How often do you ride Sun Tran?
 - Less than once a week 1-2 times a week
 - 3-4 times a week 5 or more times a week
 - How long have you been a Sun Tran rider?
 - Less than 1 year 1-2 years
 - 3-4 years 5 years or more
 - How would you have made this trip if Sun Tran was not available?
 - Drive own vehicle Ride bicycle
 - Friend/family member Walk
 - Wouldn't make trip Taxi
 - Other – specify: _____
 - How do you typically pay for your Sun Tran ride?
 - Cash fare (single ride) SunGo Card
 - SunGo ID SunGo 1 Day Ticket
 - SunGo 30 day Ticket Transfer
 - Which fare category applies to you?
 - Regular fare SunGO ID & Card (Economy fare)
 - What is your approximate annual household income?
 - Less than \$20,000 \$20,001 to \$35,000
 - \$35,001 to \$50,000 \$50,001 to \$75,000
 - \$75,001 to \$100,000 More than \$100,000
 - Decline to respond
 - Are you (select all that apply):
 - Hispanic/Latino Black White
 - Asian/Pacific Islander American Indian Other
 - Please indicate which languages are spoken in your home (select all that apply)
 - English Spanish
 - Other – specify: _____
 - Decline to respond
 - What is your gender?
 - Male Female Decline to respond
 - What is your age?
 - 16 to 18 19 to 24 25 to 44
 - 45 to 64 65 or older Decline to respond
 - What is your most common source of information about Sun Tran services?
 - Home Work School
 - No Access Library Cell phone/mobile device
 - Other: _____
 - What is your home zip code? _____
 - Are you employed?
 - Full-time Part-time Retired Unemployed
 - Are you a student?
 - Full-time Part-time Not a student
- Would you be interested in participating in a short follow phone survey?
 Yes No
- Name: _____
- Phone number: _____
- Best time of day to call: _____ AM / PM



Sun Tran 2013 Encuesta del Cliente
 (English on reverse)

Sección 1: Cuéntenos sobre su viaje de hoy.

- ¿De qué ruta nos está contando?
 1. _____
 Fecha: _____
 Hora: _____ AM / PM
- ¿En dónde se subió al autobús hoy (parada de autobús)?
 Cruce de calles: 1. _____
 Y 2. _____
 Ubicación: _____
- ¿En dónde se bajará del autobús hoy (parada de autobús)?
 Cruce de calles: 1. _____
 Y 2. _____
 Ubicación: _____
- ¿Este viaje suyo incluye alguna transferencia hacia/desde otro servicio de Sun Tran? Sí No
- ¿Cómo llegó a la parada del autobús para este viaje?
 Caminé más de 4 cuadras Conduje mi auto
 Caminé 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me trajeron a la parada
 Otro
- ¿Cómo va a viajar a su destino después de bajarse del autobús?
 Caminaré más de 4 cuadras En mi auto
 Caminaré 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me recogerán
 Otro
- ¿Cuál es el propósito de su viaje de hoy?
 Ir de compras Visitar amigos Asunto personal
 Otro – especifique: _____
 Cuidado médico Escuela Trabajo
- ¿Por qué escogió Sun Tran para este viaje?
 Otro – especifique: _____
 Evitar tráfico/estacionamiento Proximidad a mi destino
 Costo No tengo auto

Sección 2: Cuéntenos sobre nuestro servicio.

- En una escala de 1 a 4 (donde 1 = pobre y 4 = excelente), clasifique los siguientes atributos del servicio:
 a. Seguridad a bordo de vehículo. 1 2 3 4
 b. Fiabilidad del servicio. 1 2 3 4
 c. Seguridad en las paradas. 1 2 3 4
 d. Disponibilidad de información Sun Tran. 1 2 3 4
 e. Tarifa o costo. 1 2 3 4
 f. Satisfacción general. 1 2 3 4
 g. Frecuencia del servicio. 1 2 3 4
 h. Tiempo que tarda en viajar. 1 2 3 4
 i. Comodidad a bordo del vehículo. 1 2 3 4
 j. Horas de operación. 1 2 3 4
- En una escala de 1 a 3 (donde 1=no es importante, 2=neutral, y 3=muy importante), que tan importante es el costo (el precio que paga) en decidir viajar en el servicio Sun Tran?
 1 2 3
- Seleccione la mejora de mayor importancia para usted. (Solo escoja una)
 Destinos diferentes – especifique: _____
 Horas de operación/servicio más temprano
 Otro – especifique: _____
 Servicio más frecuente Mas servicio en fin de semana
 Horas de operación/servicio más tarde
 Menos duración de viaje
- ¿Cuántos viajes adicionales haría usted cada semana si la mejora que ha seleccionado en la Pregunta 11 se llevaría a cabo?
 No cambiaría Menos de 1 1-2 Viajes
 3-4 viajes 5 o más viajes

- ¿Qué impacto, si alguno, tuvo la introducción de la tarjeta Sun Go smartcard sobre su uso del tránsito público?
 Viajo más frecuente No impacto Viajo menos frecuente

Sección 3: Cuéntenos acerca de usted.

- ¿Con qué frecuencia viaja en Sun Tran?
 Menos de una vez a la semana 1-2 veces a la semana
 3-4 veces a la semana 5 o más veces a la semana
 - ¿Cuánto tiempo ha sido cliente de Sun Tran?
 Menos de 1 año 1-2 años
 3-4 años 5 años o más
 - ¿Cómo viajaría si Sun Tran no fuera disponible?
 Condujera mi auto Usaría bicicleta
 Viajaría con amigo/familiar Caminaría
 No haría el viaje Taxi
 Otro – especifique: _____
 - ¿Cómo suele pagar por su viaje en Sun Tran?
 En efectivo (un solo viaje) Tarjeta de SunGo
 ID de SunGo Boleto SunGo de 1 día
 Boleto SunGo de 30 días Transferencia
 - ¿Qué categoría de la estructura de tarifas le aplica a usted?
 Tarifa regular
 ID de SunGo & Tarjeta de SunGo (Tarifa de descuento)
 - ¿Aproximadamente cuáles son los ingresos anuales de su familia?
 Menos de \$20,000 \$20,001 a \$35,000
 \$35,001 a \$50,000 \$50,001 a \$75,000
 \$75,001 a \$100,000 Más de \$100,000
 Prefiero no decir
 - Es usted (escoja todos los que apliquen):
 Latino Negro Blanco
 Asiático/Islandico Pacifico Indio Americano
 Otro
 - Por favor, indique qué idiomas se hablan en su hogar (seleccione todos los que apliquen)
 Inglés Español
 Otro – especifique: _____
 Prefiero no decir
 - ¿Cuál es su género?
 Hombre Mujer Prefiero no decir
 - ¿Cuál es su edad?
 16 a 18 19 a 24 25 a 44
 45 a 64 65 o mayor Prefiero no decir
 - ¿Dónde suele obtener información acerca de los servicios Sun Tran?
 En casa En el trabajo En la escuela
 No tengo acceso Biblioteca Celular/Aparato móvil
 Otro: _____
 - ¿Cuál es su código postal?

 - ¿Tiene empleo actualmente?
 Tiempo completo Tiempo parcial
 Jubilado Desempleado
 - ¿Es estudiante?
 Tiempo completo Tiempo parcial
 No soy estudiante
- ¿Estaría interesado en participar en una breve encuesta telefónica?
 Sí No

Nombre: _____
 Número de Teléfono: _____
 La mejor hora del día para llamar: _____ AM / PM

Exhibit H.2 Sun Tran Express Survey Instruments



Sun Tran Express 2013 Transit Rider Survey
 (Español al revés)

Section 1: Tell us about THIS trip

1. What route are you telling us about today?
 I: _____
 Date: _____
 Time: _____ AM / PM

2. Where did you board the bus for this trip?
 Cross-streets: _____
 and _____
 Landmark: _____

3. Where will you get off the bus for this trip?
 Cross-streets: _____
 and _____
 Landmark: _____

4. Does this trip include a transfer to/from another Sun Tran service?
 Yes No

5. How did you get to the bus stop for this trip?
 Walked more than 4 blocks Drove self
 Walked 4 blocks or less Rode bike
 Transfer from another bus Dropped off
 Other

6. How will you travel to your destination once you get off this bus?
 Walk more than 4 blocks Drive self
 Walk 4 blocks or less Ride bike
 Transfer to another bus Get picked up
 Other

7. What is the primary purpose for this trip?
 Work Shopping Visiting friends
 School Healthcare Personal business
 Other – specify: _____

8. Why did you choose to ride Sun Tran Express for this trip?
 Cost Proximity to my destination
 Lack of car Avoid traffic/parking
 Other – specify: _____

Section 2: Tell us about our service

9. On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran Express service attributes:
 a. Service frequency: 1 2 3 4
 b. Time it takes to reach destination: 1 2 3 4
 c. Operating hours: 1 2 3 4
 d. Comfort onboard bus: 1 2 3 4
 e. Safety onboard bus: 1 2 3 4
 f. Cost to ride: 1 2 3 4
 g. Safety at bus stop: 1 2 3 4
 h. Reliability of service: 1 2 3 4
 i. Availability of Sun Tran Express service info: 1 2 3 4
 j. Overall satisfaction: 1 2 3 4

10. On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran Express? 1 2 3

11. Select the service enhancement that is of most importance to you. (select only one)
 More frequent service Shorter travel time
 Earlier operating hours Later departing hours
 Different destinations: _____
 More weekend service
 Other (specify) _____

12. How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?
 No change Less than 1 1-2 rides
 3-4 rides 5 or more rides

13. What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit?
 Ride more often No impact Ride less often

Section 3: Tell us about you

14. How often do you ride Sun Tran Express?
 Less than once a week 1-2 times a week
 3-4 times a week 5 or more times a week

15. How long have you been a Sun Tran Express rider?
 Less than 1 year 1-2 years
 3-4 years 5 years or more

16. How would you have made this trip if Sun Tran Express was not available?
 Drive own vehicle Ride bicycle
 Friend/family member Walk
 Wouldn't make trip Taxi
 Other – specify: _____

17. How do you typically pay for your Sun Tran Express ride?
 Cash fare (single ride) SunGo Card
 SunGo ID SunGo 1 Day Ticket
 SunGo 30 day Ticket Transfer

18. What is your approximate annual household income?
 Less than \$20,000 \$20,001 to \$35,000
 \$35,001 to \$50,000 \$50,001 to \$75,000
 \$75,001 to \$100,000 More than \$100,000
 Decline to respond

19. Are you (select all that apply):
 Hispanic/Latino Black White
 Asian/Pacific Islander American Indian Other

20. Please indicate which languages are spoken in your home (select all that apply)
 English Spanish
 Other – specify: _____
 Decline to respond

21. What is your gender?
 Male Female Decline to respond

22. What is your age?
 16 to 18 19 to 24 25 to 44
 45 to 64 65 or older Decline to respond

23. What is your most common source of information about Sun Tran Express services?
 Home Work School
 No Access Library Cell phone/mobile device
 Other: _____

24. What is your home zip code? _____

25. Are you employed?
 Full-time Part-time Retired Unemployed

26. Are you a student?
 Full-time Part-time Not a student

Would you be interested in participating in a short follow phone survey?
 Yes No

Name: _____
 Phone number: _____
 Best time of day to call: _____ AM / PM

VERSION A

9/2013



Sun Tran Express 2013 Encuesta del Cliente
(English on reverse)

Sección 1: Cuéntenos sobre su viaje de hoy.

- ¿De qué ruta nos está contando?
i. _____
Fecha: _____
Hora: _____ AM / PM
- ¿En dónde se subió al autobús hoy (parada de autobús)?
Cruce de calles: _____
Y: _____
Ubicación: _____
- ¿En dónde se bajará del autobús hoy (parada de autobús)?
Cruce de calles: _____
Y: _____
Ubicación: _____
- ¿Este viaje suyo incluye alguna transferencia hacia/desde otro servicio de Sun Tran? Sí No
- ¿Cómo llegó a la parada del autobús para este viaje?
 Caminé más de 4 cuadras Conduje mi auto
 Caminé 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me trajeron a la parada
 Otro
- ¿Cómo va a viajar a su destino después de bajarse del autobús?
 Caminaré más de 4 cuadras En mi auto
 Caminaré 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me recogerán
 Otro
- ¿Cuál es el propósito de su viaje de hoy?
 Trabajo Ir de compras Visitar amigos
 Escuela Cuidado médico Asunto personal
 Otro – especifique: _____
- ¿Por qué escogió Sun Tran Express para este viaje?
 Costo Proximidad a mi destino
 No tengo auto Evitar tráfico/estacionamiento
 Otro – especifique: _____

Sección 2: Cuéntenos sobre nuestro servicio.

- En una escala de 1 a 4 (donde 1 = pobre y 4 = excelente), clasifique los siguientes atributos del servicio Sun Tran Express:
 - Frecuencia del servicio: 1 2 3 4
 - Tiempo que tarda en viajar: 1 2 3 4
 - Horas de operación: 1 2 3 4
 - Comodidad a bordo del vehículo: 1 2 3 4
 - Seguridad a bordo de vehículo: 1 2 3 4
 - Tarifa o costo: 1 2 3 4
 - Seguridad en las paradas: 1 2 3 4
 - Fiabilidad del servicio: 1 2 3 4
 - Disponibilidad de información Sun Tran: 1 2 3 4
 - Satisfacción general: 1 2 3 4
- En una escala de 1 a 3 (donde 1=no es importante, 2=neutral, y 3=muy importante), que tan importante es el costo (el precio que paga) en decidir viajar en el servicio Sun Tran Express?
 1 2 3
- Seleccione la mejora de mayor importancia para usted. (Solo escoja una)
 Servicio más frecuente Menos duración de viaje
 Horas de operación/servicio más temprano
 Horas de operación/servicio más tarde
 Destinos diferentes – especifique: _____
 Mas servicio en fin de semana
 Otro – especifique: _____
- ¿Cuántos viajes adicionales haría usted cada semana si la mejora que ha seleccionado en la Pregunta 11 se llevaría a cabo?
 No cambiaría Menos de 1 1-2 viajes
 3-4 viajes 5 o más viajes

- ¿Qué impacto, si alguno, tuvo la introducción de la tarjeta Sun Go smartcard sobre su uso del tránsito público?
 Viajo más frecuente No impacto Viajo menos frecuente

Sección 3: Cuéntenos acerca de usted.

- ¿Con que frecuencia viaja en Sun Tran Express?
 Menos de una vez a la semana 1-2 veces a la semana
 3-4 veces a la semana 5 o más veces a la semana
 - ¿Cuánto tiempo ha sido cliente de Sun Tran Express?
 Menos de 1 año 1-2 años
 3-4 años 5 años o más
 - ¿Cómo viajaría si Sun Tran Express no fuera disponible?
 Conduciría mi auto Usaría bicicleta
 Viajaría con amigo/familiar Caminaría
 No haría el viaje Taxi
 Otro – especifique: _____
 - ¿Cómo suele pagar por su viaje en Sun Tran Express?
 En efectivo (un solo viaje) Tarjeta de SunGo
 ID de SunGo Boleto SunGo de 1 día
 Boleto SunGo de 30 días Transferencia
 - ¿Aproximadamente cuáles son los ingresos anuales de su familia?
 Menos de \$20,000 \$20,001 a \$35,000
 \$35,001 a \$50,000 \$50,001 a \$75,000
 \$75,001 a \$100,000 Más de \$100,000
 Prefero no decir
 - Es usted (escoja todos los que apliquen):
 Hispano/Latino Negro Blanco
 Asiático/Islandico Pacifico Indio Americano
 Otro
 - Por favor, indique qué idiomas se hablan en su hogar (seleccione todos los que apliquen)
 Inglés Español
 Otro – especifique: _____
 Prefero no decir
 - ¿Cuál es su género?
 Hombre Mujer Prefero no decir
 - ¿Cuál es su edad?
 16 a 18 19 a 24 25 a 44
 45 a 64 65 o mayor Prefero no decir
 - ¿Dónde suele obtener información acerca de los servicios Sun Tran Express?
 En casa En el trabajo En la escuela
 No tengo acceso Biblioteca Celular/Aparato móvil
 Otro: _____
 - ¿Cuál es su código postal?

 - ¿Tiene empleo actualmente?
 Tiempo completo Tiempo parcial
 Jubilado Desempleado
 - ¿Es estudiante?
 Tiempo completo Tiempo parcial
 No soy estudiante
- ¿Estaría interesado en participar en una breve encuesta telefónica?
 Sí No
- Nombre: _____
- Número de Teléfono: _____
- La mejor hora del día para llamar: _____ AM / PM



Sun Tran Express 2013 Transit Rider Survey
(Español al revés)

Section 1: Tell us about THIS trip

- What route are you telling us about today?
1. _____
Date: _____
Time: _____ AM / PM
- Where did you board the bus for this trip?
Cross-streets: _____
and _____
Landmark: _____
- Where will you get off the bus for this trip?
Cross-streets: _____
and _____
Landmark: _____
- Does this trip include a transfer to/from another Sun Tran service?
 Yes No
- How did you get to the bus stop for this trip?
 Walked more than 4 blocks Drove self
 Walked 4 blocks or less Rode bike
 Transfer from another bus Dropped off
 Other
- How will you travel to your destination once you get off this bus?
 Walk more than 4 blocks Drive self
 Walk 4 blocks or less Ride bike
 Transfer to another bus Get picked up
 Other
- What is the primary purpose for this trip?
 Healthcare Visiting friends Shopping
 School Work Personal business
 Other – specify: _____
- Why did you choose to ride Sun Tran Express for this trip?
 Proximity to my destination Cost
 Other – specify: _____
 Lack of car Avoid traffic/parking

Section 2: Tell us about our service

- On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran service attributes:
a. Cost to ride _____ 1 2 3 4
b. Availability of Sun Tran Express service info _____ 1 2 3 4
c. Operating hours _____ 1 2 3 4
d. Comfort onboard bus _____ 1 2 3 4
e. Safety onboard bus _____ 1 2 3 4
f. Service frequency _____ 1 2 3 4
g. Overall satisfaction _____ 1 2 3 4
h. Reliability of service _____ 1 2 3 4
i. Time it takes to reach destination _____ 1 2 3 4
j. Safety at bus stop _____ 1 2 3 4
- On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran Express? 1 2 3
- Select the service enhancement that is of most importance to you. (select only one)
 Other (specify) _____
 Later departing hours Shorter travel time
 More weekend service More frequent service
 Different destinations _____
 Earlier operating hours
- How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?
 No change Less than 1 1-2 rides
 3-4 rides 5 or more rides
- What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit?
 Ride more often No impact Ride less often

Section 3: Tell us about you

- How often do you ride Sun Tran Express?
 Less than once a week 1-2 times a week
 3-4 times a week 5 or more times a week
- How long have you been a Sun Tran Express rider?
 Less than 1 year 1-2 years
 3-4 years 5 years or more
- How would you have made this trip if Sun Tran Express was not available?
 Drive own vehicle Ride bicycle
 Friend/family member Walk
 Wouldn't make trip Taxi
 Other – specify: _____
- How do you typically pay for your Sun Tran Express ride?
 Cash fare (single ride) SunGo Card
 SunGo ID SunGo 1 Day Ticket
 SunGo 30 day Ticket Transfer
- What is your approximate annual household income?
 Less than \$20,000 \$20,001 to \$35,000
 \$35,001 to \$50,000 \$50,001 to \$75,000
 \$75,001 to \$100,000 More than \$100,000
 Decline to respond
- Are you (select all that apply):
 Hispanic/Latino Black White
 Asian/Pacific Islander American Indian Other
- Please indicate which languages are spoken in your home (select all that apply)
 English Spanish
 Other – specify: _____
 Decline to respond
- What is your gender?
 Male Female Decline to respond
- What is your age?
 16 to 18 19 to 24 25 to 44
 45 to 64 65 or older Decline to respond
- What is your most common source of information about Sun Tran Express services?
 Home Work School
 No Access Library Cell phone/mobile device
 Other: _____
- What is your home zip code? _____
- Are you employed?
 Full-time Part-time Retired Unemployed
- Are you a student?
 Full-time Part-time Not a student

Would you be interested in participating in a short follow phone survey?
 Yes No

Name: _____

Phone number: _____

Best time of day to call: _____ AM / PM



Sun Tran Express 2013 Encuesta del Cliente
 (English on reverse)

Sección 1: Cuéntenos sobre su viaje de hoy.

- ¿De qué ruta nos está contando?
 1. Fecha: _____
 Hora: _____ AM / PM
- ¿En dónde se subió al autobús hoy (parada de autobús)?
 Cruce de calles: 1. _____
 Y 2. _____
 Ubicación: _____
- ¿En dónde se bajará del autobús hoy (parada de autobús)?
 Cruce de calles: 1. _____
 Y 2. _____
 Ubicación: _____
- ¿Este viaje suyo incluye alguna transferencia hacia/desde otro servicio de Sun Tran? Sí No
- ¿Cómo llegó a la parada del autobús para este viaje?
 Caminé más de 4 cuadras Conduje mi auto
 Caminé 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me trajeron a la parada
 Otro
- ¿Cómo va a viajar a su destino después de bajarse del autobús?
 Caminaré más de 4 cuadras En mi auto
 Caminaré 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me recogerán
 Otro
- ¿Cuál es el propósito de su viaje de hoy?
 Cuidado médico Visitar amigos Ir de compras
 Escuela Trabajo Asunto personal
 Otro – especifique: _____
- ¿Por qué escogió Sun Tran Express para este viaje?
 Proximidad a mi destino Costo
 Otro – especifique: _____
 No tengo auto Evitar tráfico/estacionamiento

Sección 2: Cuéntenos sobre nuestro servicio.

- En una escala de 1 a 4 (donde 1 = pobre y 4 = excelente), clasifique los siguientes atributos del servicio Sun Tran Express:
 a. Tarifa o costo. 1 2 3 4
 b. Disponibilidad de información Sun Tran. 1 2 3 4
 c. Horas de operación. 1 2 3 4
 d. Comodidad a bordo del vehículo. 1 2 3 4
 e. Seguridad a bordo de vehículo. 1 2 3 4
 f. Frecuencia del servicio. 1 2 3 4
 g. Satisfacción general. 1 2 3 4
 h. Fiabilidad del servicio. 1 2 3 4
 i. Tiempo que tarda en viajar. 1 2 3 4
 j. Seguridad en las paradas. 1 2 3 4
- En una escala de 1 a 3 (donde 1=no es importante, 2=neutral, y 3=muy importante), que tan importante es el costo (el precio que paga) en decidir viajar en el servicio Sun Tran Express?
 1 2 3
- Seleccione la mejora de mayor importancia para usted. (Solo escoja una)
 Otro – especifique: _____
 Horas de operación/servicio más tarde
 Menos duración de viaje Mas servicio en fin de semana
 Servicio más frecuente
 Destinos diferentes – especifique: _____
 Horas de operación/servicio más temprano
- ¿Cuántos viajes adicionales haría usted cada semana si la mejora que ha seleccionado en la Pregunta 11 se llevaría a cabo?
 No cambiaría Menos de 1 1-2 viajes
 3-4 viajes 5 o más viajes

- ¿Qué impacto, si alguno, tuvo la introducción de la tarjeta Sun Go smartcard sobre su uso del tránsito público?
 Viajo más frecuente No impacto Viajo menos frecuente

Sección 3: Cuéntenos acerca de usted.

- ¿Con qué frecuencia viaja en Sun Tran Express?
 Menos de una vez a la semana 1-2 veces a la semana
 3-4 veces a la semana 5 o más veces a la semana
- ¿Cuánto tiempo ha sido cliente de Sun Tran Express?
 Menos de 1 año 1-2 años
 3-4 años 5 años o más
- ¿Cómo viajaría si Sun Tran Express no fuera disponible?
 Condujera mi auto Usaría bicicleta
 Viajaría con amigo/familiar Caminaría
 No haría el viaje Taxi
 Otro – especifique: _____
- ¿Cómo suele pagar por su viaje en Sun Tran Express?
 En efectivo (un solo viaje) Tarjeta de SunGo
 ID de SunGo Boleto SunGo de 1 día
 Boleto SunGo de 30 días Transferencia
- ¿Aproximadamente cuáles son los ingresos anuales de su familia?
 Menos de \$20,000 \$20,001 a \$35,000
 \$35,001 a \$50,000 \$50,001 a \$75,000
 \$75,001 a \$100,000 Más de \$100,000
 Prefiero no decir
- Es usted (escoja todos los que apliquen):
 Hispano/Latino Negro Blanco
 Asiático/Islandico Pacífico Indio Americano
 Otro

- Por favor, indique qué idiomas se hablan en su hogar (seleccione todos los que apliquen)
 Inglés Español
 Otro – especifique: _____
 Prefiero no decir

- ¿Cuál es su género?
 Hombre Mujer Prefiero no decir
- ¿Cuál es su edad?
 16 a 18 19 a 24 25 a 44
 45 a 64 65 o mayor Prefiero no decir
- ¿Dónde suele obtener información acerca de los servicios Sun Tran Express?
 En casa En el trabajo En la escuela
 No tengo acceso Biblioteca Celular/Aparato móvil
 Otro: _____
- ¿Cuál es su código postal?

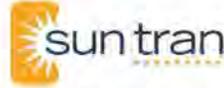
- ¿Tiene empleo actualmente?
 Tiempo completo Tiempo parcial
 Jubilado Desempleado
- ¿Es estudiante?
 Tiempo completo Tiempo parcial
 No soy estudiante

¿Estaría interesado en participar en una breve encuesta telefónica?
 Sí No

Nombre: _____

Número de Teléfono: _____

La mejor hora del día para llamar: _____ AM / PM



Sun Tran Express 2013 Transit Rider Survey
(Español al revés)

Section 1: Tell us about THIS trip

1. What route are you telling us about today?
 1. _____
 Date: 2. _____
 Time: _____ AM / PM
2. Where did you board the bus for this trip?
 Cross-streets: 1. _____
 and 2. _____
 Landmark: 3. _____
3. Where will you get off the bus for this trip?
 Cross-streets: 1. _____
 and 2. _____
 Landmark: 3. _____
4. Does this trip include a transfer to/from another Sun Tran service?
 Yes No
5. How did you get to the bus stop for this trip?
 Walked more than 4 blocks Drove self
 Walked 4 blocks or less Rode bike
 Transfer from another bus Dropped off
 Other
6. How will you travel to your destination once you get off this bus?
 Walk more than 4 blocks Drive self
 Walk 4 blocks or less Ride bike
 Transfer to another bus Get picked up
 Other
7. What is the primary purpose for this trip?
 Shopping Visiting friends Personal business
 Other – specify: _____
 Healthcare School Work
8. Why did you choose to ride Sun Tran Express for this trip?
 Other – specify: _____
 Avoid traffic/parking Proximity to my destination
 Cost Lack of car

Section 2: Tell us about our service

9. On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Tran Express service attributes:
 - a. Safety onboard bus: 1 2 3 4
 - b. Reliability of service: 1 2 3 4
 - c. Safety at bus stop: 1 2 3 4
 - d. Availability of Sun Tran Express service info: 1 2 3 4
 - e. Cost to ride: 1 2 3 4
 - f. Overall satisfaction: 1 2 3 4
 - g. Service frequency: 1 2 3 4
 - h. Time it takes to reach destination: 1 2 3 4
 - i. Comfort onboard bus: 1 2 3 4
 - j. Operating hours: 1 2 3 4
10. On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Tran Express? 1 2 3
11. Select the service enhancement that is of most importance to you. (select only one)
 Different destinations _____
 Earlier operating hours _____
 Other (specify) _____
 More frequent service More weekend service
 Later departing hours Shorter travel time
12. How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?
 No change Less than 1 1-2 rides
 3-4 rides 5 or more rides
13. What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit?
 Ride more often No impact Ride less often

Section 3: Tell us about you

14. How often do you ride Sun Tran Express?
 Less than once a week 1-2 times a week
 3-4 times a week 5 or more times a week
15. How long have you been a Sun Tran Express rider?
 Less than 1 year 1-2 years
 3-4 years 5 years or more
16. How would you have made this trip if Sun Tran Express was not available?
 Drive own vehicle Ride bicycle
 Friend/family member Walk
 Wouldn't make trip Taxi
 Other – specify: _____
17. How do you typically pay for your Sun Tran Express ride?
 Cash fare (single ride) SunGo Card
 SunGo ID SunGo 1 Day Ticket
 SunGo 30 day Ticket Transfer
18. What is your approximate annual household income?
 Less than \$20,000 \$20,001 to \$35,000
 \$35,001 to \$50,000 \$50,001 to \$75,000
 \$75,001 to \$100,000 More than \$100,000
 Decline to respond
19. Are you (select all that apply):
 Hispanic/Latino Black White
 Asian/Pacific Islander American Indian Other
20. Please indicate which languages are spoken in your home (select all that apply)
 English Spanish
 Other – specify: _____
 Decline to respond
21. What is your gender?
 Male Female Decline to respond
22. What is your age?
 16 to 18 19 to 24 25 to 44
 45 to 64 65 or older Decline to respond
23. What is your most common source of information about Sun Tran Express services?
 Home Work School
 No Access Library Cell phone/mobile device
 Other: _____
24. What is your home zip code? _____
25. Are you employed?
 Full-time Part-time Retired Unemployed
26. Are you a student?
 Full-time Part-time Not a student

Would you be interested in participating in a short follow phone survey?
 Yes No

Name: _____

Phone number: _____

Best time of day to call: _____ AM / PM



Sun Tran Express 2013 Encuesta del Cliente
 (English on reverse)

Sección 1: Cuéntenos sobre su viaje de hoy.

- ¿De qué ruta nos está contando?
 Fecha: _____
 Hora: _____ AM / PM
- ¿En dónde se subió al autobús hoy (parada de autobús)?
 Cruce de calles: _____
 Y: _____
 Ubicación: _____
- ¿En dónde se bajará del autobús hoy (parada de autobús)?
 Cruce de calles: _____
 Y: _____
 Ubicación: _____
- ¿Este viaje suyo incluye alguna transferencia hacia/desde otro servicio de Sun Tran? Sí No
- ¿Cómo llegó a la parada del autobús para este viaje?
 Caminé más de 4 cuadras Conduje mi auto
 Caminé 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me trajeron a la parada
 Otro
- ¿Cómo va a viajar a su destino después de bajarse del autobús?
 Caminaré más de 4 cuadras En mi auto
 Caminaré 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me recogerán
 Otro
- ¿Cuál es el propósito de su viaje de hoy?
 Ir de compras Visitar amigos Asunto personal
 Otro – especifique: _____
 Cuidado médico Escuela Trabajo
- ¿Por qué escogió Sun Tran Express para este viaje?
 Otro – especifique: _____
 Evitar tráfico/estacionamiento Proximidad a mi destino
 Costo No tengo auto

Sección 2: Cuéntenos sobre nuestro servicio.

- En una escala de 1 a 4 (donde 1 = pobre y 4 = excelente), clasifique los siguientes atributos del servicio Sun Tran Express:
 a. Seguridad a bordo de vehículo: _____ 1 2 3 4
 b. Fiabilidad del servicio: _____ 1 2 3 4
 c. Seguridad en las paradas: _____ 1 2 3 4
 d. Disponibilidad de información Sun Tran: _____ 1 2 3 4
 e. Tarifa o costo: _____ 1 2 3 4
 f. Satisfacción general: _____ 1 2 3 4
 g. Frecuencia del servicio: _____ 1 2 3 4
 h. Tiempo que tarda en viajar: _____ 1 2 3 4
 i. Comodidad a bordo del vehículo: _____ 1 2 3 4
 j. Horas de operación: _____ 1 2 3 4
- En una escala de 1 a 3 (donde 1=no es importante, 2=neutral, y 3=muy importante), que tan importante es el costo (el precio que paga) en decidir viajar en el servicio Sun Tran Express?
 1 2 3
- Seleccione la mejora de mayor importancia para usted. (Solo escoja una)
 Destinos diferentes – especifique: _____
 Horas de operación/servicio más temprano
 Otro – especifique: _____
 Servicio más frecuente Mas servicio en fin de semana
 Horas de operación/servicio más tarde
 Menos duración de viaje
- ¿Cuántos viajes adicionales haría usted cada semana si la mejora que ha seleccionado en la Pregunta 11 se llevaría a cabo?
 No cambiaría Menos de 1 1-2 viajes
 3-4 viajes 5 o más viajes

- ¿Qué impacto, si alguno, tuvo la introducción de la tarjeta Sun Go smartcard sobre su uso del tránsito público?
 Viajo más frecuente No impacto Viajo menos frecuente

Sección 3: Cuéntenos acerca de usted.

- ¿Con qué frecuencia viaja en Sun Tran Express?
 Menos de una vez a la semana 1-2 veces a la semana
 3-4 veces a la semana 5 o más veces a la semana
- ¿Cuánto tiempo ha sido cliente de Sun Tran Express?
 Menos de 1 año 1-2 años
 3-4 años 5 años o más
- ¿Cómo viajaría si Sun Tran Express no fuera disponible?
 Condujera mi auto Usaría bicicleta
 Viajaría con amigo/familiar Caminaría
 No haría el viaje Taxi
 Otro – especifique: _____
- ¿Cómo suele pagar por su viaje en Sun Tran Express?
 En efectivo (un solo viaje) Tarjeta de SunGo
 ID de SunGo Boleto SunGo de 1 día
 Boleto SunGo de 30 días Transferencia
- ¿Aproximadamente cuáles son los ingresos anuales de su familia?
 Menos de \$20,000 \$20,001 a \$35,000
 \$35,001 a \$50,000 \$50,001 a \$75,000
 \$75,001 a \$100,000 Más de \$100,000
 Prefiero no decir

- Es usted (escoja todos los que apliquen):
 Hispan/Latino Negro Blanco
 Asiático/Islandico Pacífico Indio Americano
 Otro
 - Por favor, indique qué idiomas se hablan en su hogar (seleccione todos los que apliquen)
 Inglés Español
 Otro – especifique: _____
 Prefiero no decir
 - ¿Cuál es su género?
 Hombre Mujer Prefiero no decir
 - ¿Cuál es su edad?
 16 a 18 19 a 24 25 a 44
 45 a 64 65 o mayor Prefiero no decir
 - ¿Dónde suele obtener información acerca de los servicios Sun Tran Express?
 En casa En el trabajo En la escuela
 No tengo acceso Biblioteca Celular/Aparato móvil
 Otro: _____
 - ¿Cuál es su código postal?

 - ¿Tiene empleo actualmente?
 Tiempo completo Tiempo parcial
 Jubilado Desempleado
 - ¿Es estudiante?
 Tiempo completo Tiempo parcial
 No soy estudiante
- ¿Estaría interesado en participar en una breve encuesta telefónica?
 Sí No
- Nombre: _____
 Número de Teléfono: _____
 La mejor hora del día para llamar: _____ AM / PM

Exhibit H.4 Sun Shuttle Survey Instruments



Sun Shuttle 2013 Transit Rider Survey
(Español al revés)

Section 1: Tell us about THIS trip.

- What Sun Shuttle route are you telling us about today?
Route: _____
Date: _____
Time: _____
- Where did you board the bus for this trip?
Cross-streets: _____ and _____
Location: _____
- Where will you get off the bus for this trip?
Cross-streets: _____ and _____
Location: _____
- Does this trip include a transfer to/from another Sun Tran service?
 Yes No
- How did you get to the bus stop for this trip?
 Walked more than 4 blocks Drove self
 Walked less than 4 blocks Rode bike
 Transfer from another bus Dropped off
 Other _____
- How will you travel to your destination once you get off this bus?
 Walk more than 4 blocks Drive self
 Walk less than 4 blocks Rode bike
 Transfer to another bus Get picked up
 Other _____
- What is the primary purpose for this trip?
 Work Shopping Visiting friends
 School Healthcare Personal business
 Other – specify: _____
- Why did you choose to ride Sun Shuttle for this trip?
 Cost Proximity to my destination
 Lack of car Avoid traffic/parking
 Other – specify: _____

Section 2: Tell us about our service.

9. On a scale of 1 to 4 (wherein 1 = poor, 2 = fair, 3 = good, and 4 = excellent), rate the following Sun Shuttle service attributes:

a. Service frequency	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
b. Time it takes to reach destination	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
c. Operating hours	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
d. Operating Days	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
e. Comfort onboard bus	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
f. Safety onboard bus	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
g. Cost to ride	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
h. Safety at bus stop	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
i. Reliability of service	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
j. Availability of Sun Shuttle service info	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4
k. Overall satisfaction	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4

10. On a scale of 1 to 3 (wherein 1 = very important, 2 = neutral, and 3 = not important), how important is cost (the fare you pay) in making your decision to ride Sun Shuttle? 1 2 3

11. Select the service enhancement that is of most importance to you. (Select only one.)
 More frequent service Shorter travel time
 Earlier operating hours Later departing hours
 More weekend service
 Other (specify) _____

12. How many additional rides would you make each week if the service enhancement you selected in Question 11 was made?
 No change Less than 1 1-2 trips
 3-4 trips 5 or more trips

13. What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit?
 Ride more often No impact Ride less often

Section 3: Tell us about you.

- How often do you ride Sun Shuttle?
 1 Less than once a week 2 1-2 times a week
 3 3-4 times a week 4 5 or more times a week
- How long have you been a Sun Shuttle rider?
 1 Less than 1 year 2 1-2 years
 3 3-4 years 4 5 years or more
- How would you have made this trip if Sun Shuttle was not available?
 1 Drive own vehicle 2 Ride bicycle
 3 Friend/family member 4 Walk
 5 Wouldn't make trip 6 Taxi
 7 Other – specify: _____
- Which fare category applies to you?
 1 Regular fare 2 SunGO ID & Card (Economy fare)
- What is your approximate annual household income?
 1 Less than \$20,000 2 \$20,001 to \$35,000
 3 \$35,001 to \$50,000 4 \$50,001 to \$75,000
 5 \$75,001 to \$100,000 6 More than \$100,000
 7 Decline to respond
- Are you (select all that apply):
 1 Hispanic/Latino 2 Black 3 White
 4 Asian/Pacific Islander 5 American Indian
 6 Other _____
- Please indicate which languages are spoken in your home (select all that apply)
 1 English 2 Spanish
 3 Other – specify: _____
 4 Decline to respond
- What is your gender?
 1 Male 2 Female 3 Decline to respond
- What is your age?
 1 16 to 18 2 19 to 24 3 25 to 44
 4 45 to 64 5 65 or older 6 Decline to respond
- What is your most common source of information about Sun Shuttle services?
 1 Home 2 Work 3 School
 4 No Access 5 Library 6 Cell phone/mobile device
 7 Other: _____
- What is your home zip code?

- Are you employed?
 1 Full-time 2 Part-time 3 Retired 4 Unemployed
- Are you a student?
 1 Full-time 2 Part-time 3 Not a student

Would you be interested in participating in a short follow phone survey?
 1 Yes 2 No

Name: _____
Phone number: _____
Best time of day to call: _____

VERSION A 9/2013



Sun Shuttle 2013 Encuesta del Cliente
(English on reverse)

Sección 1: Cuéntenos sobre su viaje de hoy.

- ¿De qué ruta Sun Shuttle nos está contando?
1: _____
Fecha: _____
Hora: _____ AM / PM
- ¿En dónde se subió al autobús hoy (parada de autobús)?
Cruce de calles: _____
V: _____
Ubicación: _____
- ¿En dónde se bajará del autobús hoy (parada de autobús)?
Cruce de calles: _____
V: _____
Ubicación: _____
- ¿Este viaje suyo incluye alguna transferencia hacia/desde otro servicio de Sun Tran? Sí No
- ¿Cómo llegó a la parada del autobús para este viaje?
 Caminé más de 4 cuadras Conduje mi auto
 Caminé 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me trajeron a la parada
 Otro
- ¿Cómo va a viajar a su destino después de bajarse del autobús?
 Caminaré más de 4 cuadras En mi auto
 Caminaré 4 cuadras o menos En bicicleta
 Transferencia de otro autobús Me recogerán
 Otro
- ¿Cuál es el propósito de su viaje de hoy?
 Trabajo Ir de compras Visitar amigos
 Escuela Cuidado médico Asunto personal
 Otro – especifique: _____
- ¿Por qué escogió Sun Shuttle para este viaje?
 Costo Proximidad a mi destino
 No tengo auto Evitar tráfico/estacionamiento
 Otro – especifique: _____

Sección 2: Cuéntenos sobre nuestro servicio.

- En una escala de 1 a 4 (donde 1 = pobre y 4 = excelente), clasifique los siguientes atributos del servicio Sun Shuttle:
 - Frecuencia del servicio: 1 2 3 4
 - Tiempo que tarda en viajar: 1 2 3 4
 - Horas de operación: 1 2 3 4
 - Días de operación: 1 2 3 4
 - Comodidad a bordo del vehículo: 1 2 3 4
 - Seguridad a bordo de vehículo: 1 2 3 4
 - Tarifa o costo: 1 2 3 4
 - Seguridad en las paradas: 1 2 3 4
 - Fiabilidad del servicio: 1 2 3 4
 - Disponibilidad de información Sun Shuttle: 1 2 3 4
 - Satisfacción general: 1 2 3 4
- En una escala de 1 a 3 (donde 1=no es importante, 2=neutral, y 3=muy importante), que tan importante es el costo (el precio que paga) en decidir viajar en el servicio Sun Shuttle?
 1 2 3
- Seleccione la mejora de mayor importancia para usted. (Solo escoja una)
 Servicio más frecuente Menos duración de viaje
 Horas de operación/servicio más temprano
 Horas de operación/servicio más tarde
 Destinos diferentes – especifique: _____
 Mas servicio an fin de semana
 Otro – especifique: _____
- ¿Cuántos viajes adicionales haría usted cada semana si la mejora que ha seleccionado en la Pregunta 11 se llevaría a cabo?
 No cambiaría Menos de 1 1-2 viajes
 3-4 viajes 5 o más viajes

- ¿Qué impacto, si alguno, tuvo la introducción de la tarjeta Sun Go smartcard sobre su uso del tránsito público?
 Viajó más frecuente No impacto Viajo menos frecuente

Sección 3: Cuéntenos acerca de usted.

- ¿Con qué frecuencia viaja en Sun Shuttle?
 Menos de una vez a la semana 1-2 veces a la semana
 3-4 veces a la semana 5 o más veces a la semana
 - ¿Cuánto tiempo ha sido cliente de Sun Shuttle?
 Menos de 1 año 1-2 años
 3-4 años 5 años o más
 - ¿Cómo viajaría si Sun Shuttle no fuera disponible?
 Condujera mi auto Usaría bicicleta
 Viajaría con amigo/familiar Caminaría
 No haría el viaje Taxi
 Otro – especifique: _____
 - ¿Qué categoría de la estructura de tarifas le aplica a usted?
 Tarifa regular
 ID de SunGo & Tarjeta de SunGo (Tarifa de descuento)
 - ¿Aproximadamente cuáles son los ingresos anuales de su familia?
 Menos de \$20,000 \$20,001 a \$35,000
 \$35,001 a \$50,000 \$50,001 a \$75,000
 \$75,001 a \$100,000 Más de \$100,000
 Prefiero no decir
 - Es usted (escoja todos los que apliquen):
 Hispano/Latino Negro Blanco
 Asiático/Isiándico Pacífico Indio Americano
 Otro
 - Por favor, indique qué idiomas se hablan en su hogar (seleccione todos los que apliquen)
 Inglés Español
 Otro – especifique: _____
 Prefiero no decir
 - ¿Cuál es su género?
 Hombre Mujer Prefiero no decir
 - ¿Cuál es su edad?
 16 a 18 19 a 24 25 a 44
 45 a 64 65 o mayor Prefiero no decir
 - ¿Dónde suele obtener información acerca de los servicios Sun Shuttle?
 En casa En el trabajo En la escuela
 No tengo acceso Biblioteca Celular/Aparato móvil
 Otro: _____
 - ¿Cuál es su código postal?
1: _____
 - ¿Tiene empleo actualmente?
 Tiempo completo Tiempo parcial
 Jubilado Desempleado
 - ¿Es estudiante?
 Tiempo completo Tiempo parcial
 No soy estudiante
- ¿Estaría interesado en participar en una breve encuesta telefónica?
 Sí No
- Nombre: _____
- Número de Teléfono: _____
- La mejor hora del día para llamar: _____ AM / PM

Exhibit H.5 Sun Van/Oro Valley Dial-A-Ride Survey Instruments



Sun Van 2013 Transit Rider Survey
Please return in the prepaid envelope by October 14, 2013
(Español al revés)

Section 1: Tell us about you

1. How often do you ride Sun Van in a typical week?
1 Less than once a week 2 1-2 times a week
3 3-4 times a week 4 5 or more times a week
- 1A. Do you typically travel with a Personal Care Attendant?
1 Yes 2 No
2. How long have you been a Sun Van rider?
1 Less than 1 year 2 1-2 years
3 3-4 years 4 5 years or more
3. How would you travel if Sun Van was not available?
1 Drive own vehicle 2 Ride bicycle
3 Friend/family member 4 Walk
5 Wouldn't make trip 6 Taxi
7 Other – specify: _____
4. How do you typically pay for your Sun Van ride?
1 By phone 2 In person
3 By mail 4 SunGo smartcard
5. Which fare category applies to you?
1 Regular fare 2 SunGO ID & Card
6. What is your approximate annual household income?
1 Less than \$20,000 2 \$20,001 to \$35,000
3 \$35,001 to \$50,000 4 \$50,001 to \$75,000
5 \$75,001 to \$100,000 6 More than \$100,000
7 Decline to respond
7. Are you (select all that apply):
1 Hispanic/Latino 2 Black 3 White
4 Asian/Pacific Islander 5 American Indian
6 Other
8. Please indicate which languages are spoken in your home (select all that apply)
1 English 2 Spanish
3 Other – specify: _____
4 Decline to respond
9. What is your gender?
1 Male 2 Female 3 Decline to respond
10. What is your age?
1 16 to 18 2 19 to 24 3 25 to 44
4 45 to 64 5 65 or older 6 Decline to respond
11. What is your most common source of information about Sun Van services?
1 Home 2 Work 3 School
4 No Access 5 Library 6 Cell phone/mobile device
7 Other: _____
12. What is your home zip code?

13. Are you employed?
1 Full-time 2 Part-time
3 Retired 4 Unemployed
14. Are you a student?
1 Full-time 2 Part-time 3 Not a student

Section 2: Tell us about your most recent trip

	<u>Yes</u>	<u>No</u>
15. When you called to place your ride reservation, was the phone answered promptly?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
16. Was the Customer Service Agent pleasant, and were you treated courteously?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
17. Did the Sun Van vehicle arrive on time?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
18. Was the vehicle clean and sanitary?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
19. Was the driver dressed professionally?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
20. Did the Sun Van driver greet you by name?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
21. If needed, did the Sun Van driver assist you in getting into the vehicle?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
22. If you used a wheelchair, was it tied down and secured to the floor?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
23. Did you reach your destination on time and safely?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
24. Was the ride comfortable?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
25. Was the vehicle air-conditioned?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
26. What is the primary purpose for this trip? <input type="checkbox"/> 1 Work <input type="checkbox"/> 2 Shopping <input type="checkbox"/> 3 Visiting friends <input type="checkbox"/> 4 School <input type="checkbox"/> 5 Healthcare <input type="checkbox"/> 6 Personal business <input type="checkbox"/> 7 Other – specify: _____		
27. Why did you choose to ride Sun Van for this trip? <input type="checkbox"/> 1 Cost <input type="checkbox"/> 2 Proximity to my destination <input type="checkbox"/> 3 Lack of car <input type="checkbox"/> 4 Avoid traffic/parking <input type="checkbox"/> 5 Other – specify: _____		
28. What impact, if any, did the recent introduction of the Sun Go smartcard have on your use of public transit? <input type="checkbox"/> 1 Ride more often <input type="checkbox"/> 2 No impact <input type="checkbox"/> 3 Ride less often		
29. During the last month, were you denied any trips you attempted to schedule on Sun Van? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No		
30. When you called to make your reservation, were you able to get a ride for the day and time you wanted? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No a. If No, when you were offered a ride at another time did you... <input type="checkbox"/> 1 Accept the ride <input type="checkbox"/> 2 Refuse the ride <input type="checkbox"/> 3 Don't remember		
31. How would you rate the ride reservation process overall? <input type="checkbox"/> 1 Poor <input type="checkbox"/> 2 Fair <input type="checkbox"/> 3 Good <input type="checkbox"/> 4 Excellent Would you be interested in participating in a short follow phone survey? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No		

Name: _____
 Phone number: _____
 Best time of day to call: _____ AM / PM

VERSION A

9/2013



Sun Van 2013 Encuesta del Cliente
(English on reverse)

Sección 1: Cuéntenos sobre usted.

1. ¿Con qué frecuencia viaja con Sun Van en una semana típica?
 - 1 Menos de una vez a la semana
 - 2 1-2 veces a la semana
 - 3 3-4 veces a la semana
 - 4 5 o más veces a la semana
- 1A. ¿Usted normalmente viaja con un asistente de cuidado personal?
 - 1 Sí
 - 2 No
2. ¿Cuánto tiempo ha sido cliente de Sun Van?
 - 1 Menos de 1 año
 - 2 1-2 años
 - 3 3-4 años
 - 4 5 años o más
3. ¿Cómo viajaría si Sun Van no fuera disponible?
 - 1 Condujera mi auto
 - 2 En bicicleta
 - 3 Viajaría con un Amigo/familiar
 - 4 Caminaría
 - 5 No haría el viaje
 - 6 Taxi
 - 7 Otro – especifique: _____
4. ¿Típicamente, como paga por su viaje en Sun Van?
 - 1 Por teléfono
 - 2 En persona
 - 3 Por correo
 - 4 Tarjeta de SunGo
5. ¿Qué categoría de tarifa le aplica a usted?
 - 1 Tarifa regular
 - 2 ID de SunGo & Tarjeta
6. ¿Aproximadamente cuáles son los ingresos anuales de su familia?
 - 1 Menos de \$20,000
 - 2 \$20,001 a \$35,000
 - 3 \$35,001 a \$50,000
 - 4 \$50,001 a \$75,000
 - 5 \$75,001 a \$100,000
 - 6 Más de \$100,000
 - 7 Prefiere no decir
7. ¿Es usted? (seleccione todos los que apliquen):
 - 1 Hispano/Latino
 - 2 Negro
 - 3 Blanco
 - 4 Asiático/Islandico Pacifico
 - 5 Indio Americano
 - 6 Otro
8. Por favor indique cuales idiomas se hablan en su hogar (seleccione todos los que apliquen)
 - 1 Ingles
 - 2 Español
 - 3 Otro – especifique: _____
 - 4 Prefiero no decir
9. ¿Cuál es su género?
 - 1 Hombre
 - 2 Mujer
 - 3 Prefiero no decir
10. ¿Qué es su edad?
 - 1 16 a 18
 - 2 19 a 24
 - 3 25 a 44
 - 4 45 a 64
 - 5 65 o mayor
 - 6 Prefiero no decir
11. ¿Cuál es su fuente de información típica sobre los servicios de Sun Van?
 - 1 En casa
 - 2 En el trabajo
 - 3 En la escuela
 - 4 No tengo acceso
 - 5 Biblioteca
 - 6 Celular/Aparato móvil
 - 7 Otro: _____
12. ¿Cuál es el código postal de su hogar?

13. ¿Tiene empleo actualmente?
 - 1 Tiempo completo
 - 2 Tiempo parcial
 - 3 Jubilado
 - 4 Desempleado

14. ¿Es estudiante?

- 1 Tiempo completo
- 2 Tiempo parcial
- 3 No soy estudiante

Sección 2: Díganos sobre su viaje más reciente.

Sí No

15. ¿Cuándo habló para reservar su viaje, le contestaron la llamada inmediatamente?
 - 1
 - 2
16. ¿El representante de servicio al cliente fue amable, y lo trató con cortesía?
 - 1
 - 2
17. ¿Llegó a tiempo el vehículo Sun Van?
 - 1
 - 2
18. ¿El vehículo era limpio y sanitario?
 - 1
 - 2
19. ¿El conductor estaba vestido profesionalmente?
 - 1
 - 2
20. ¿El conductor de Sun Van le saludo por su nombre?
 - 1
 - 2
21. Si fue necesario, el conductor de Sun Van le asistió a subirse al vehículo?
 - 1
 - 2
22. ¿Si usó una silla de ruedas, la amarraron y la aseguraron al piso?
 - 1
 - 2
23. ¿Llegó a su destino a tiempo y de manera segura?
 - 1
 - 2
24. ¿El viaje fue cómodo?
 - 1
 - 2
25. ¿El vehículo tenía aire acondicionado?
 - 1
 - 2
26. ¿Cuál es el propósito de su viaje?
 - 1 Trabajo
 - 2 Ir de compras
 - 3 Visitar amigos
 - 4 Escuela
 - 5 Cuidado médico
 - 6 Asunto personal
 - 7 Otro – especifique: _____
27. ¿Por qué escogió Sun Van para este viaje?
 - 1 Costo
 - 2 Proximidad a mi destino
 - 3 No tengo auto
 - 4 Evitar tráfico/estacionamiento
 - 5 Otro – especifique: _____
28. ¿Qué impacto, si alguno, tuvo la introducción de la tarjeta Sun Go smartcard sobre su uso del tránsito público?
 - 1 Viajo más frecuente
 - 2 No impacto
 - 3 Viajo menos frecuente
29. ¿En el mes pasado, le negaron viajes que usted quiso reservar en Sun Van?
 - 1 Sí
 - 2 No
30. ¿Cuando usted llamó para hacer su reservación, pudo conseguir un viaje para el día y la hora que quería?
 - 1 Sí
 - 2 No

a. Si no, cuando le ofrecieron un viaje a diferente hora usted...

 - 1 Acepto el viaje
 - 2 Negó el viaje
 - 3 No se acuerda
31. ¿Cómo calificaría el proceso de reserva de viaje en general?
 - 1 Pobre
 - 2 Neutral
 - 3 Bueno
 - 4 Excelente

¿Estaría interesado en participar en una breve encuesta telefónica? 1 Sí 2 No

Nombre: _____

Número de Teléfono: _____

La mejor hora del día para llamar: _____ AM / PM

VERSION A

9/2013



sun shuttle
dial-a-ride

Sun Van 2013 Transit Rider Survey
Please return in the prepaid envelope by October 11, 2013
(Español al revés)



Section 1: Tell us about you

1. How often do you ride Sun Van in a typical week?
1 Less than once a week 2 1-2 times a week
3 3-4 times a week 4 5 or more times a week
- 1A. Do you typically travel with a Personal Care Attendant?
1 Yes 2 No
2. How long have you been a Sun Van rider?
1 Less than 1 year 2 1-2 years
3 3-4 years 4 5 years or more
3. How would you travel if Sun Van was not available?
1 Drive own vehicle 2 Ride bicycle
3 Friend/family member 4 Walk
5 Wouldn't make trip 6 Taxi
7 Other – specify: _____
4. How do you typically pay for your Sun Van ride?
1 By phone 2 In person
3 By mail 4 SunGo smartcard
5. Which fare category applies to you?
1 Regular fare 2 SunGO ID & Card
6. What is your approximate annual household income?
1 Less than \$20,000 2 \$20,001 to \$35,000
3 \$35,001 to \$50,000 4 \$50,001 to \$75,000
5 \$75,001 to \$100,000 6 More than \$100,000
7 Decline to respond
7. Are you (select all that apply):
1 Hispanic/Latino 2 Black 3 White
4 Asian/Pacific Islander 5 American Indian
6 Other
8. Please indicate which languages are spoken in your home (select all that apply)
1 English 2 Spanish
3 Other – specify: _____
4 Decline to respond
9. What is your gender?
1 Male 2 Female 3 Decline to respond
10. What is your age?
1 16 to 18 2 19 to 24 3 25 to 44
4 45 to 64 5 65 or older 6 Decline to respond
11. What is your most common source of information about Sun Van services?
1 Home 2 Work 3 School
4 No Access 5 Library 6 Cell phone/mobile device
7 Other: _____
12. What is your home zip code?

13. Are you employed?
1 Full-time 2 Part-time
3 Retired 4 Unemployed
14. Are you a student?
1 Full-time 2 Part-time 3 Not a student

Section 2: Tell us about your most recent trip

	<u>Yes</u>	<u>No</u>
15. When you called to place your ride reservation, was the phone answered promptly?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
16. Was the Customer Service Agent pleasant, and were you treated courteously?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
17. Did the Sun Van vehicle arrive on time?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
18. Was the vehicle clean and sanitary?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
19. Was the driver dressed professionally?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
20. Did the Sun Van driver greet you by name?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
21. If needed, did the Sun Van driver assist you in getting into the vehicle?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
22. If you used a wheelchair, was it tied down and secured to the floor?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
23. Did you reach your destination on time and safely?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
24. Was the ride comfortable?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
25. Was the vehicle air-conditioned?	<input type="checkbox"/> 1	<input type="checkbox"/> 2
26. What is the primary purpose for this trip? <input type="checkbox"/> 1 Work <input type="checkbox"/> 2 Shopping <input type="checkbox"/> 3 Visiting friends <input type="checkbox"/> 4 School <input type="checkbox"/> 5 Healthcare <input type="checkbox"/> 6 Personal business <input type="checkbox"/> 7 Other – specify: _____		
27. Why did you choose to ride Sun Van for this trip? <input type="checkbox"/> 1 Cost <input type="checkbox"/> 2 Proximity to my destination <input type="checkbox"/> 3 Lack of car <input type="checkbox"/> 4 Avoid traffic/parking <input type="checkbox"/> 5 Other – specify: _____		
28. During the last month, were you denied any trips you attempted to schedule on Sun Van? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No		
29. When you called to make your reservation, were you able to get a ride for the day and time you wanted? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No a. If No, when you were offered a ride at another time did you... <input type="checkbox"/> 1 Accept the ride <input type="checkbox"/> 2 Refuse the ride <input type="checkbox"/> 3 Don't remember		
30. How would you rate the ride reservation process overall? <input type="checkbox"/> 1 Poor <input type="checkbox"/> 2 Fair <input type="checkbox"/> 3 Good <input type="checkbox"/> 4 Excellent Would you be interested in participating in a short follow phone survey? <input type="checkbox"/> 1 Yes <input type="checkbox"/> 2 No		
Name: _____		
Phone number: _____		
Best time of day to call: _____ AM /		

VERSION A

9/2013



Sun Van 2013 Encuesta del Cliente
 Por favor regresa en el sobre preparado antes de Octubre 11, 2013
 (English on reverse)



Sección 1: Cuéntenos sobre usted.

1. ¿Con que frecuencia viaja con Sun Van en una semana típica?
 - 1 Menos de una vez a la semana
 - 2 1-2 veces a la semana
 - 3 3-4 veces a la semana
 - 4 5 o más veces a la semana
- 1A. ¿Usted normalmente viaja con un asistente de cuidado personal?
 - 1 Sí
 - 2 No
2. ¿Cuánto tiempo ha sido cliente de Sun Van?
 - 1 Menos de 1 año
 - 2 1-2 años
 - 3 3-4 años
 - 4 5 años o más
3. ¿Cómo viajaría si Sun Van no fuera disponible?
 - 1 Condujera mi auto
 - 2 En bicicleta
 - 3 Viajaría con un Amigo/familiar
 - 4 Caminaría
 - 5 No haría el viaje
 - 6 Taxi
 - 7 Otro – especifique: _____
4. ¿Típicamente, como paga por su viaje en Sun Van?
 - 1 Por teléfono
 - 2 En persona
 - 3 Por correo
 - 4 Tarjeta de SunGo
5. ¿Qué categoría de tarifa le aplica a usted?
 - 1 Tarifa regular
 - 2 ID de SunGo & Tarjeta
6. ¿Aproximadamente cuáles son los ingresos anuales de su familia?
 - 1 Menos de \$20,000
 - 2 \$20,001 a \$35,000
 - 3 \$35,001 a \$50,000
 - 4 \$50,001 a \$75,000
 - 5 \$75,001 a \$100,000
 - 6 Más de \$100,000
 - 7 Prefiere no decir
7. ¿Es usted? (seleccione todos los que apliquen):
 - 1 Hispano/Latino
 - 2 Negro
 - 3 Blanco
 - 4 Asiático/Islandico Pacífico
 - 5 Indio Americano
 - 6 Otro
8. Por favor indique cuales idiomas se hablan en su hogar (seleccione todos los que apliquen)
 - 1 Inglés
 - 2 Español
 - 3 Otro – especifique: _____
 - 4 Prefiero no decir
9. ¿Cuál es su género?
 - 1 Hombre
 - 2 Mujer
 - 3 Prefiero no decir
10. ¿Qué es su edad?
 - 1 16 a 18
 - 2 19 a 24
 - 3 25 a 44
 - 4 45 a 64
 - 5 65 o mayor
 - 6 Prefiero no decir
11. ¿Cuál es su fuente de información típica sobre los servicios de Sun Van?
 - 1 En casa
 - 2 En el trabajo
 - 3 En la escuela
 - 4 No tengo acceso
 - 5 Biblioteca
 - 6 Celular/Aparato móvil
 - 7 Otro: _____
12. ¿Cuál es el código postal de su hogar?

1 _____
13. ¿Tiene empleo actualmente?
 - 1 Tiempo completo
 - 2 Tiempo parcial
 - 3 Jubilado
 - 4 Desempleado
14. ¿Es estudiante?
 - 1 Tiempo completo
 - 2 Tiempo parcial
 - 3 No soy estudiante

Sección 2: Díganos sobre su viaje más reciente.

Si No

15. ¿Cuándo habló para reservar su viaje, le contestaron la llamada inmediatamente?
 - 1
 - 2
16. ¿El representante de servicio al cliente fue amable, y lo trató con cortesía?
 - 1
 - 2
17. ¿Llegó a tiempo el vehículo Sun Van?
 - 1
 - 2
18. ¿El vehículo era limpio y sanitario?
 - 1
 - 2
19. ¿El conductor estaba vestido profesionalmente?
 - 1
 - 2
20. ¿El conductor de Sun Van le saludo por su nombre?
 - 1
 - 2
21. Si fue necesario, el conductor de Sun Van le asistió a subirse al vehículo?
 - 1
 - 2
22. ¿Si usó una silla de ruedas, la amarraron y la aseguraron al piso?
 - 1
 - 2
23. ¿Llegó a su destino a tiempo y de manera segura?
 - 1
 - 2
24. ¿El viaje fue cómodo?
 - 1
 - 2
25. ¿El vehículo tenía aire acondicionado?
 - 1
 - 2
26. ¿Cuál es el propósito de su viaje?
 - 1 Trabajo
 - 2 Ir de compras
 - 3 Visitar amigos
 - 4 Escuela
 - 5 Cuidado médico
 - 6 Asunto personal
 - 7 Otro – especifique: _____
27. ¿Por qué escogió Sun Van para este viaje?
 - 1 Costo
 - 2 Proximidad a mi destino
 - 3 No tengo auto
 - 4 Evitar tráfico/estacionamiento
 - 5 Otro – especifique: _____
28. ¿En el mes pasado, le negaron viajes que usted quiso reservar en Sun Van?
 - 1 Sí
 - 2 No
29. ¿Cuando usted llamó para hacer su reservación, pudo conseguir un viaje para el día y la hora que quería?
 - 1 Sí
 - 2 No

a. Si no, cuando le ofrecieron un viaje a diferente hora usted...

 - 1 Acepto el viaje
 - 2 Negó el viaje
 - 3 No se acuerda
30. ¿Cómo calificaría el proceso de reserva de viaje en general?
 - 1 Pobre
 - 2 Neutral
 - 3 Bueno
 - 4 Excelente

¿Estaría interesado en participar en una breve encuesta telefónica? 1 Sí 2 No

Nombre: _____

Número de Teléfono: _____

La mejor hora del día para llamar: _____ AM / PM

VERSION A
9/2013



PARKING & TRANSPORTATION SERVICES

**Cat Tran 2013 Transit Rider Survey
(Español al revés)**

Section 1: Tell us about THIS trip

1. What route are you telling us about today?
 1. _____
 Date: 2. _____
 Time: 3. _____ AM / PM
2. Where did you board Cat Tran for this trip?
 Cross-streets: 1. _____
 and 2. _____
 Landmark: 3. _____
3. Where will you get off Cat Tran for this trip?
 Cross-streets: 1. _____
 and 2. _____
 Landmark: 3. _____
4. Does this trip include a transfer to/from another Sun Tran service?
 Yes No
5. Does this trip include a transfer to/from another Cat Tran service?
 Yes No
6. How did you get to the bus stop for this trip?
 Walked more than 4 blocks Drove self
 Walked 4 blocks or less Rode bike
 Transfer from another bus Dropped off
 Other
7. How will you travel to your destination once you get off this bus?
 Walk more than 4 blocks Drive self
 Walk 4 blocks or less Ride bike
 Transfer to another bus Get picked up
 Other

Section 2: Tell us about our service

8. Select the service enhancement that is of most importance to you. (select only one)
 More frequent service Earlier operating hours
 Later departing hours More weekend service
 Other (specify) _____
9. How many additional rides would you make each week if the service enhancement you selected in Question 8 was made?
 No change Less than 1 1-2 rides
 3-4 rides 5 or more rides
10. What impact, if any, did the recent introduction of the SunGo smartcard have on your use of public transit?
 Ride more often No impact Ride less often

Section 3: Tell us about you

11. How often do you ride Cat Tran?
 Less than once a week 1-2 times a week
 3-4 times a week 5 or more times a week
12. How long have you been a Cat Tran rider?
 Less than 1 year 1-2 years
 3-4 years 5 years or more

13. How would you have made this trip if Cat Tran was not available?
 Drive own vehicle Ride bicycle
 Friend/family member Walk
 Wouldn't make trip Taxi
 Other – specify: _____

14. Are you (select all that apply):
 Hispanic/Latino Black White
 Asian/Pacific Islander American Indian Other

15. Please indicate which languages are spoken in your home (select all that apply)
 English Spanish
 Other – specify: _____
 Decline to respond

16. What is your gender?
 Male Female Decline to respond

17. What is your age?
 16 to 18 19 to 24 25 to 44
 45 to 64 65 or older Decline to respond

18. What is your most common source of information about Cat Tran services?
 Home Work School
 No Access Library Cell phone/mobile device
 Other: _____

19. What is your home zip code? 1. _____

20. Are you employed?
 Full-time Part-time Retired Unemployed

21. Are you a student?
 Full-time Part-time Not a student

Would you be interested in participating in a short follow up phone survey?
 Yes No

Name: _____

Phone number: _____

Best time of day to call: _____ AM / PM





**PARKING &
TRANSPORTATION
SERVICES**

**Cat Tran 2013 Encuesta del Cliente
(English on reverse)**

Sección 1: Cuéntenos sobre su viaje de hoy.

1. ¿De qué ruta nos está contando?
1. _____
Fecha: 2. _____
Hora: 3. _____ AM / PM
2. ¿En dónde se subió al autobús hoy (parada de autobús)?
Cruce de calles: 1. _____
Y 2. _____
Ubicación: 3. _____
3. ¿En dónde se bajará del autobús hoy (parada de autobús)?
Cruce de calles: 1. _____
Y 2. _____
Ubicación: 3. _____
4. ¿Este viaje suyo incluye alguna transferencia a/de otro servicio de Sun Tran? 1 Sí 2 No
5. ¿Este viaje suyo incluye alguna transferencia a/de otro servicio de Cat Tran? 1 Sí 2 No
6. ¿Cómo llego a la parada del autobús para este viaje?
 1 Caminé más de 4 cuadras 2 Conduje mi auto
 3 Caminé 4 cuadras o menos 4 En bicicleta
 5 Transferencia de otro autobús 6 Me trajeron a la parada
 7 Otro
7. ¿Cómo va a viajar a su destino después de bajarse del autobús?
 1 Caminé más de 4 cuadras 2 Conduje mi auto
 3 Caminaré 4 cuadras o menos 4 En bicicleta
 5 Transferencia de otro autobús 6 Me trajeron a la parada
 7 Otro

Sección 2: Cuéntenos sobre nuestro servicio.

8. ¿Qué mejora del servicio sería preferible para usted? (solo escoja uno)
 1 Servicio más frecuente
 2 Horas de operación/servicio más temprano
 3 Horas de operación/servicio más tarde
 4 Más servicio en fin de semana
 5 Otro – especifique: _____
9. ¿Cuántos viajes adicionales haría usted cada semana si la mejora que ha seleccionado en Pregunta 8 se hace?
 1 No cambiaría 2 Menos de 1 3 1-2 viajes
 4 3-4 viajes 5 5 o más viajes
10. ¿Qué impacto, si alguno, tuvo la introducción de la tarjeta Sun Go smartcard sobre su uso del tránsito público?
 1 Viajo con más frecuencia 2 No me impactó
 3 Viajo con menos frecuencia

Sección 3: Cuéntenos acerca de usted.

11. ¿Con qué frecuencia viaja en Cat Tran?
 1 Menos de una vez a la semana
 2 1-2 veces a la semana
 3 3-4 veces a la semana
 4 5 o más veces a la semana

12. ¿Cuánto tiempo ha sido cliente de Cat Tran?
 1 Menos de 1 año 2 1-2 años
 3 3-4 años 4 5 años o más
 13. ¿Cómo viajaría si Cat Tran no fuera disponible?
 1 Condujera mi auto 2 Usaría bicicleta
 3 Viajaría con amigo/familiar 4 Caminaría
 5 No haría el viaje 6 Taxi
 7 Otro – especifique: _____
 14. Es usted (escoja todos los que apliquen):
 1 Hispano/Latino 2 Negro 3 Blanco
 4 Asiático/Islandico Pacifico 5 Indio Americano
 6 Otro
 15. Por favor, indique qué Idiomas se hablan en su hogar (seleccione todos los que apliquen)
 1 Inglés 2 Español
 3 Otro – especifique: _____
 4 Prefiero no decir
 16. ¿Cuál es su género?
 1 Hombre 2 Mujer 3 Prefiero no decir
 17. ¿Cuál es su edad?
 1 16 a 18 2 19 a 24 3 25 a 44
 4 45 a 64 5 65 o mayor 6 Prefiero no decir
 18. ¿Cuál es su fuente más común de información acerca de los servicios Cat Tran?
 1 En casa 2 En el trabajo 3 En la escuela
 4 No tengo acceso 5 Biblioteca 6 Celular/Aparato móvil
 7 Otro: _____
 19. ¿Cuál es su código postal de hogar?
1. _____
 20. ¿Tiene empleo actualmente?
 1 Tiempo completo 2 Tiempo parcial
 3 Jubilado 4 Desempleado
 21. ¿Es estudiante?
 1 Tiempo completo 2 Tiempo parcial
 3 No soy estudiante
- ¿Estaría interesado en participar en una breve encuesta telefónica?
 1 Sí 2 No
- Nombre: _____
- Número de teléfono: _____
- La mejor hora del día para llamar: _____ AM / PM

VERSION A

9/2013

